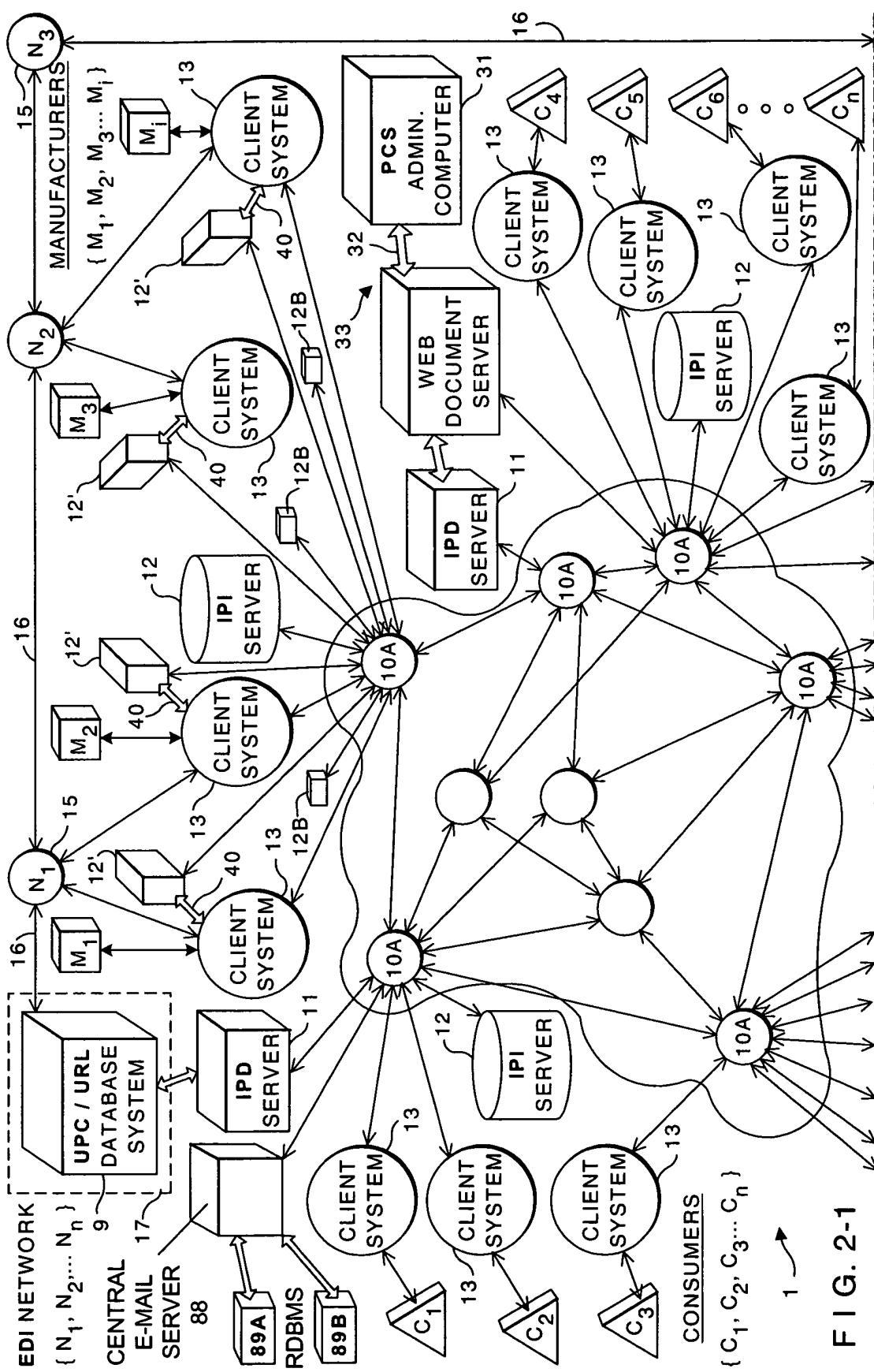


1 First Illustrative Embodiment FIG. 1

21939



31939

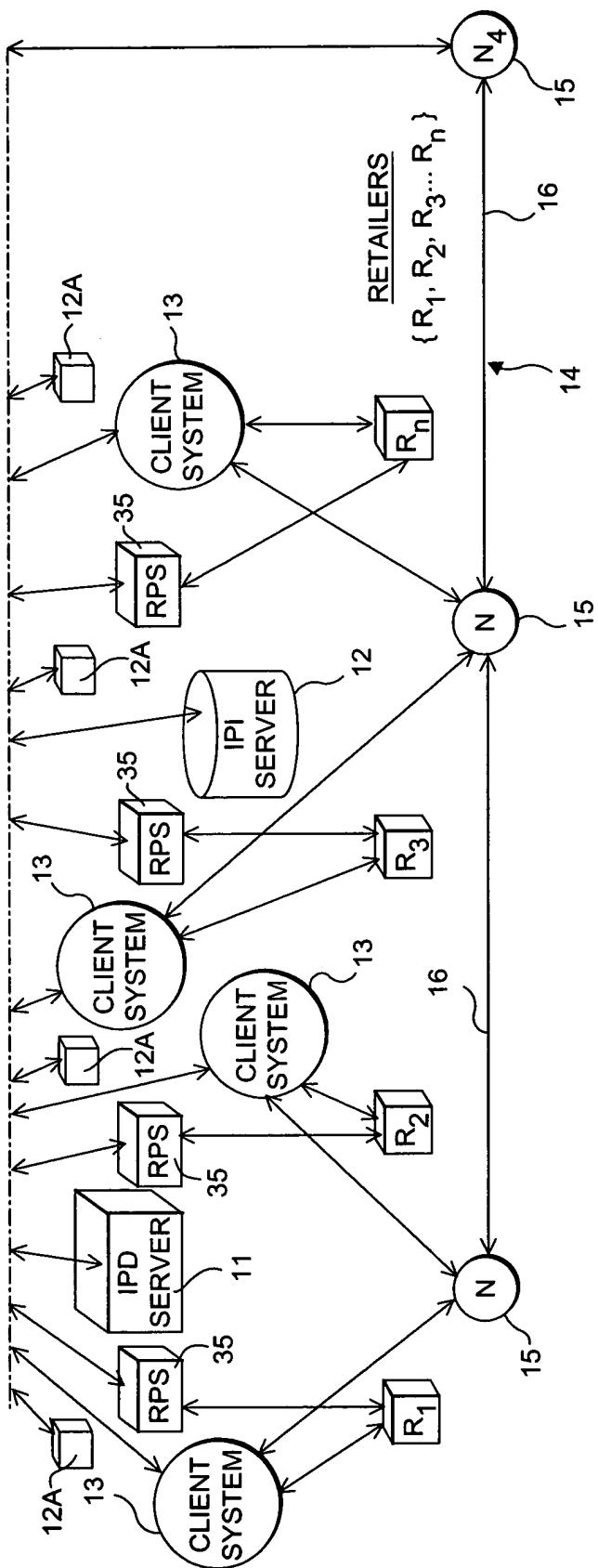
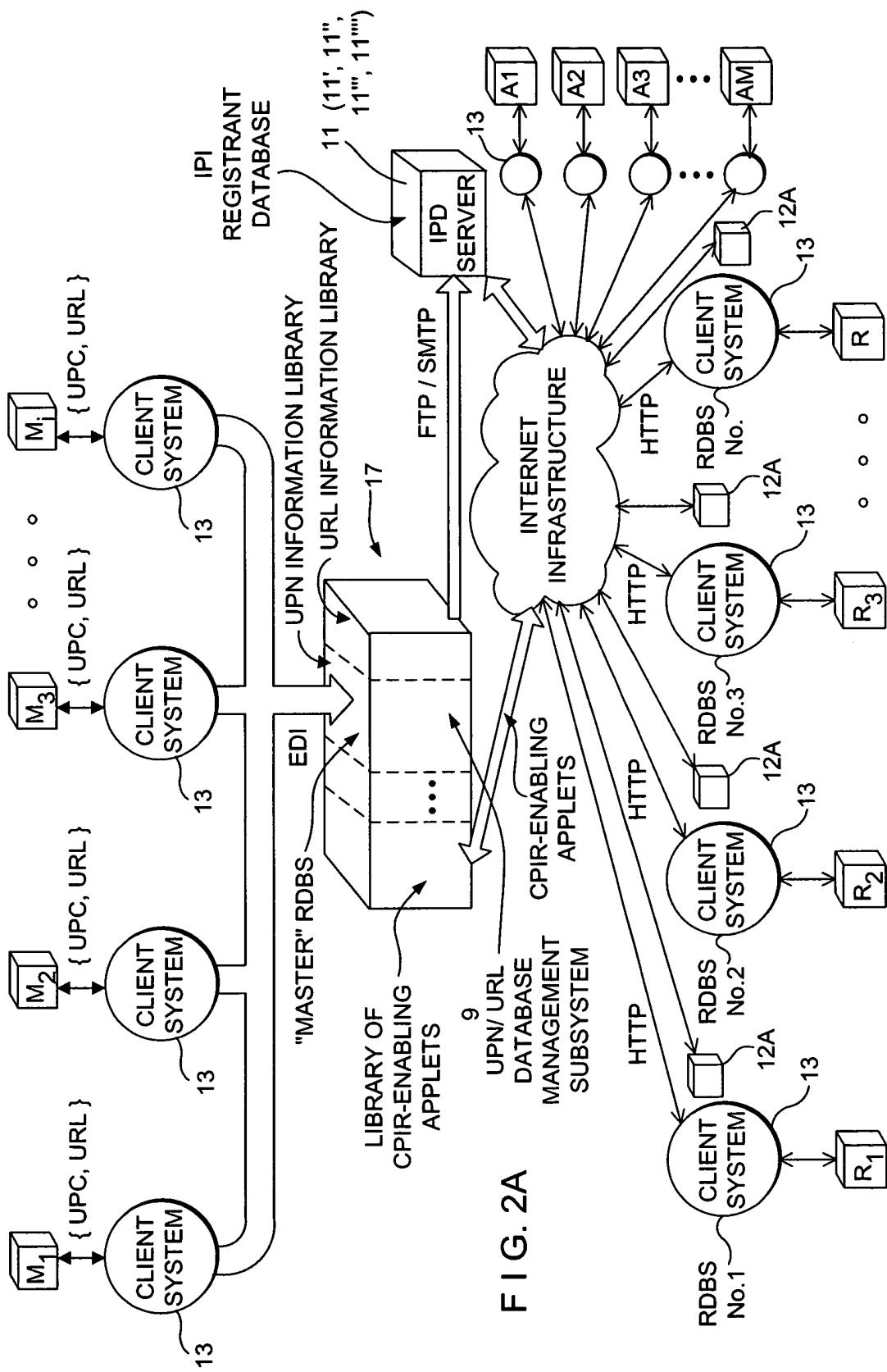
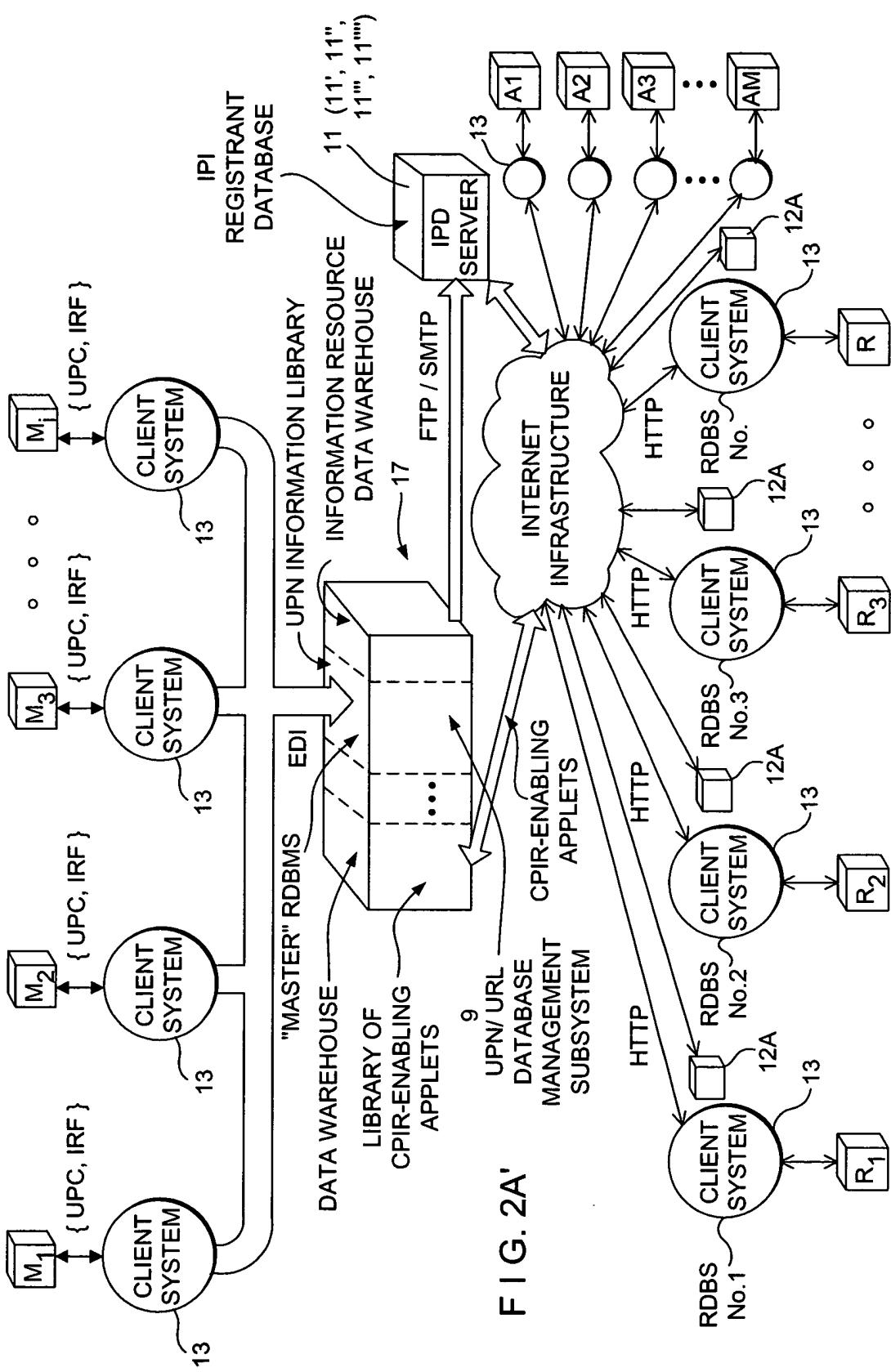


FIG. 2-2



5 | 939



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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

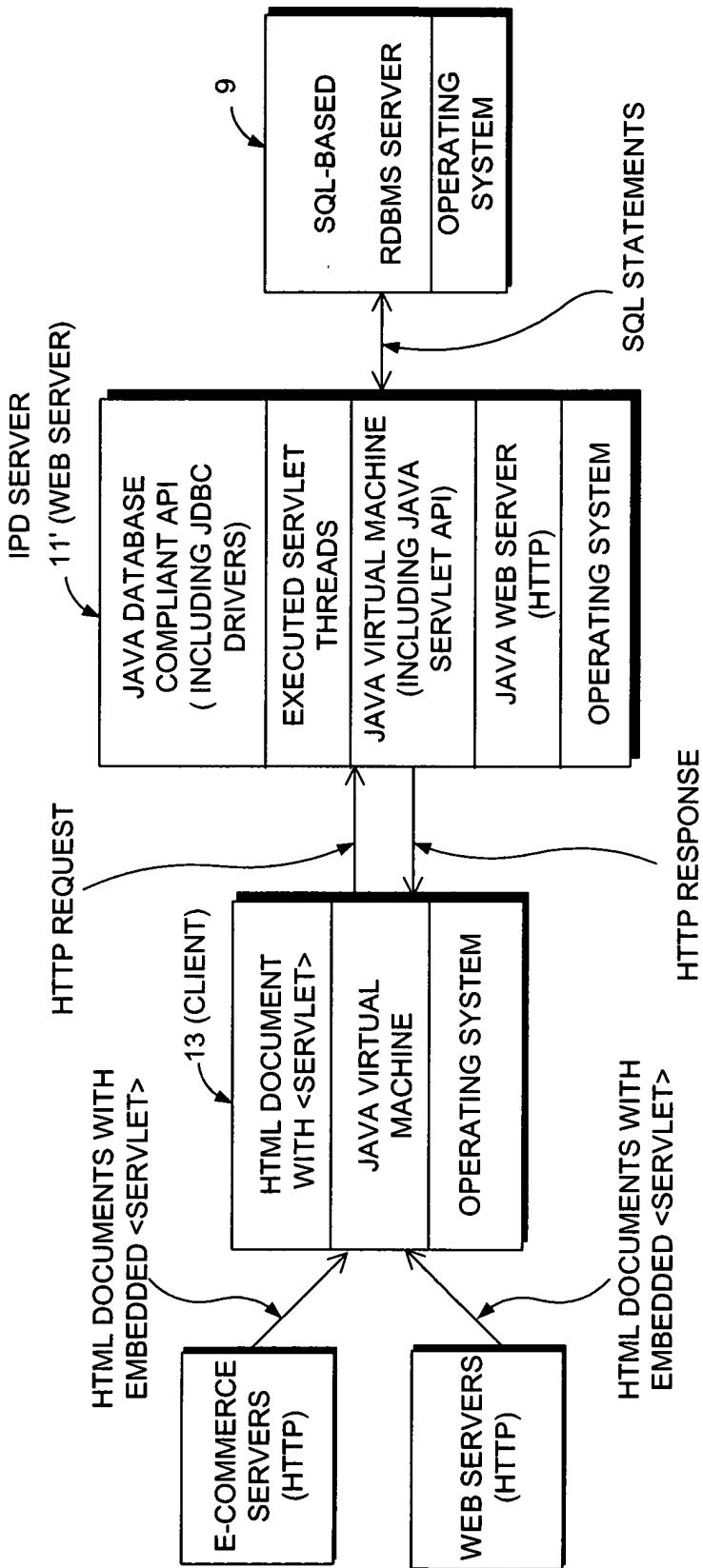


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIS

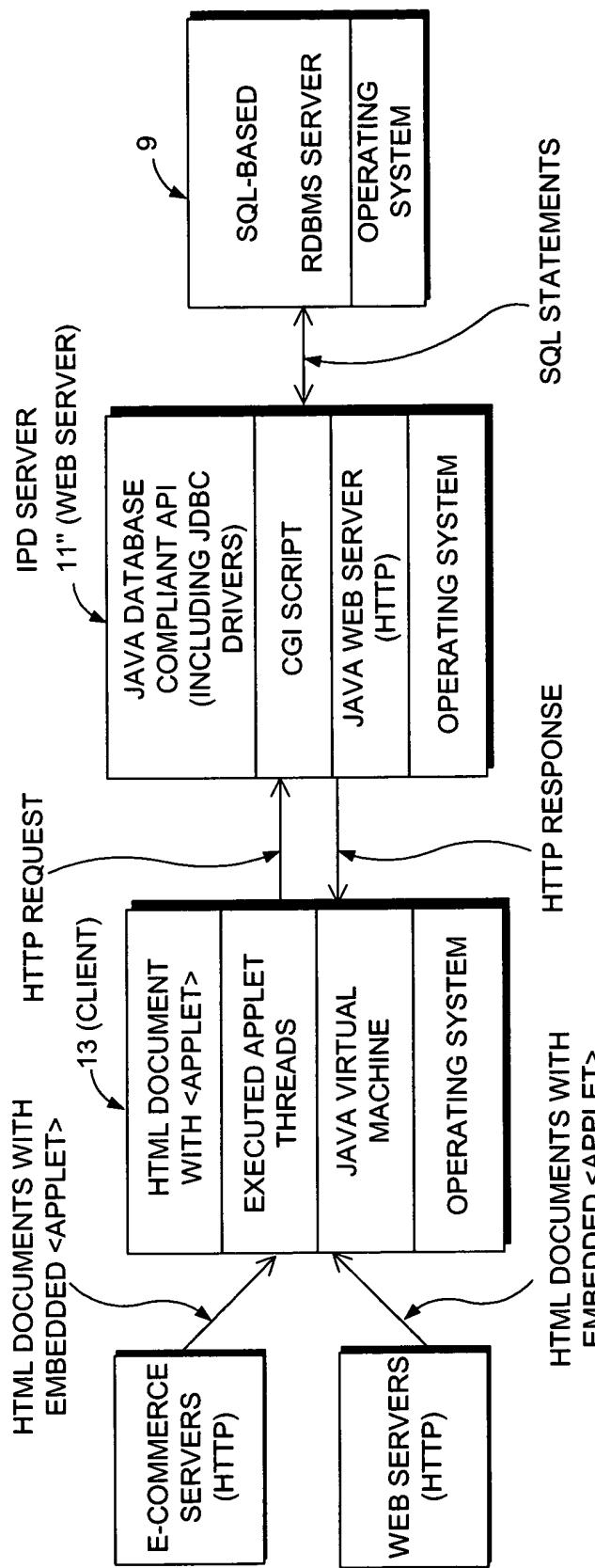


FIG. 2B2

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

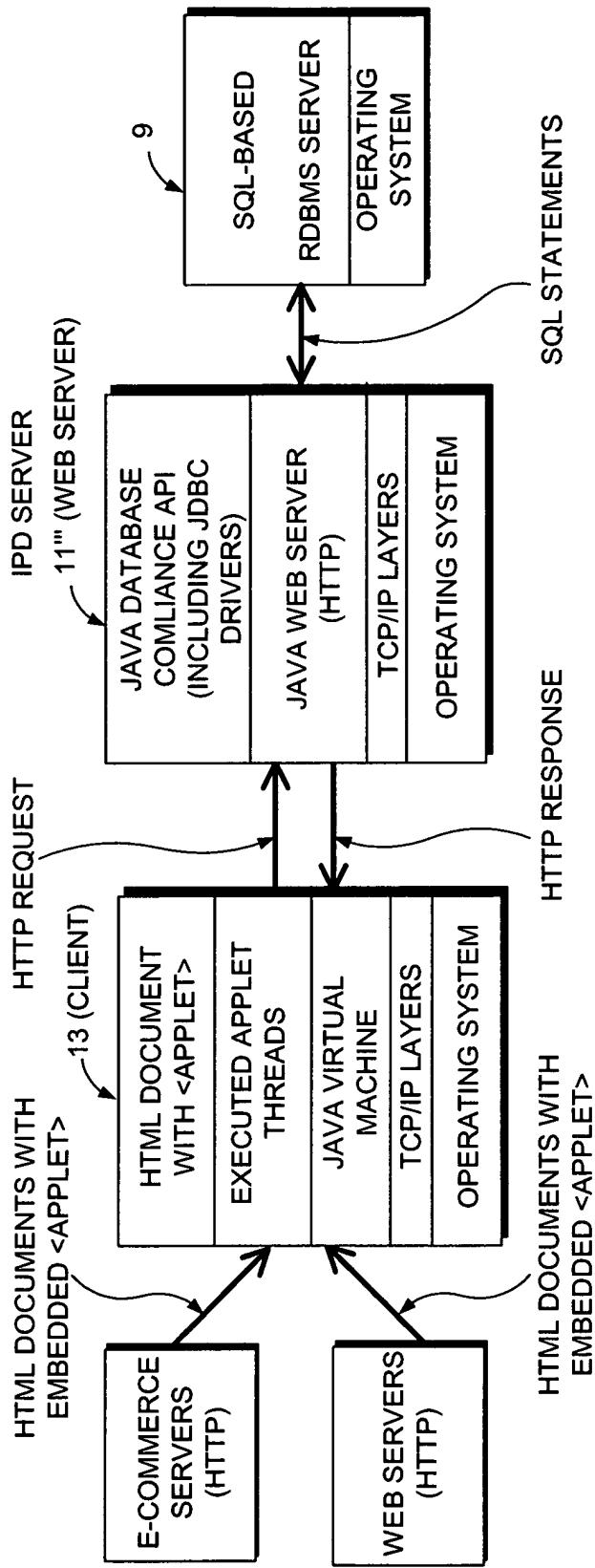
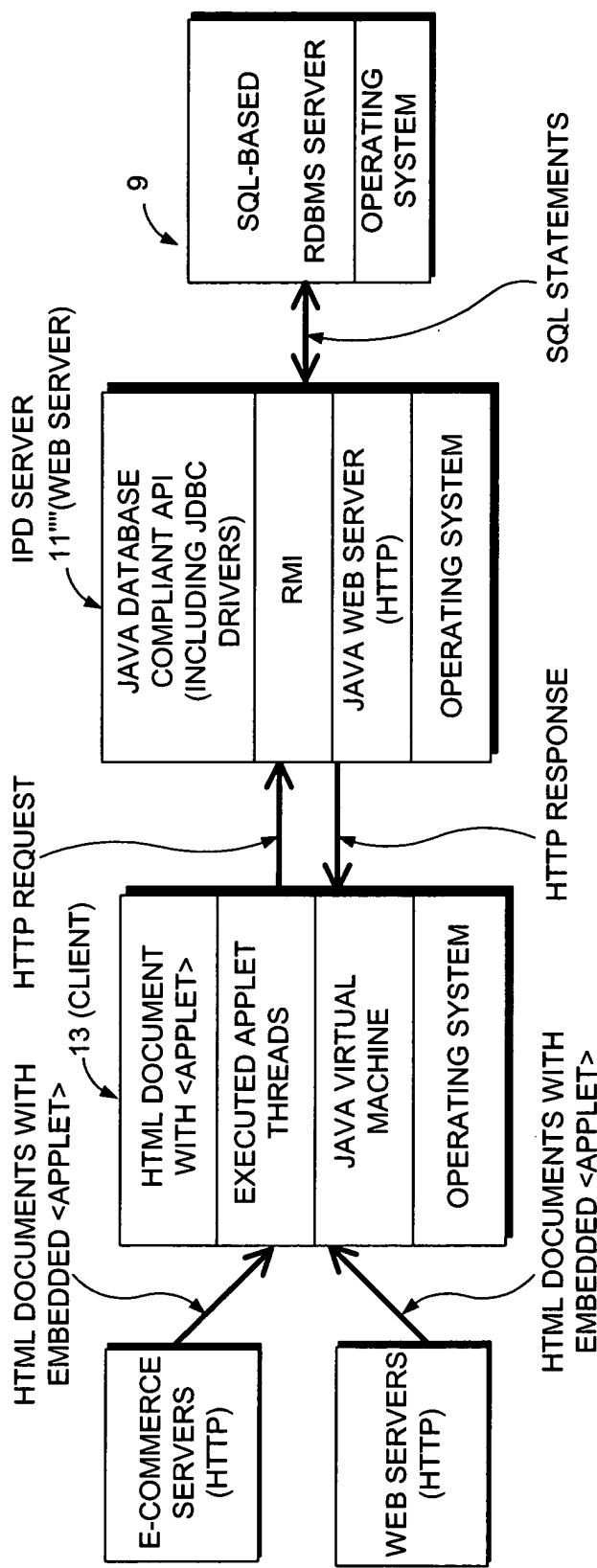


FIG. 2B3

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**MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER**



F I G. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

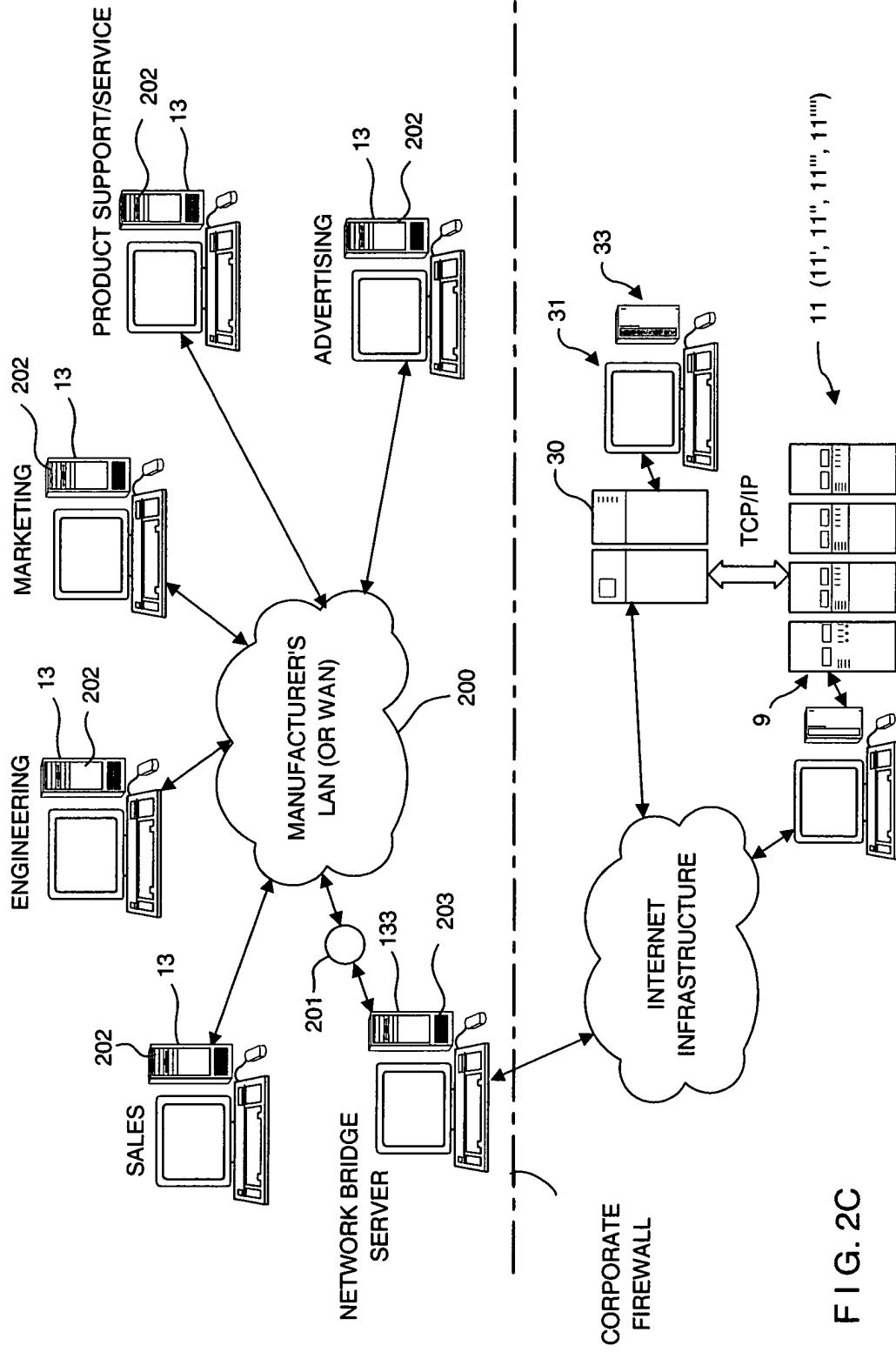


FIG. 2C

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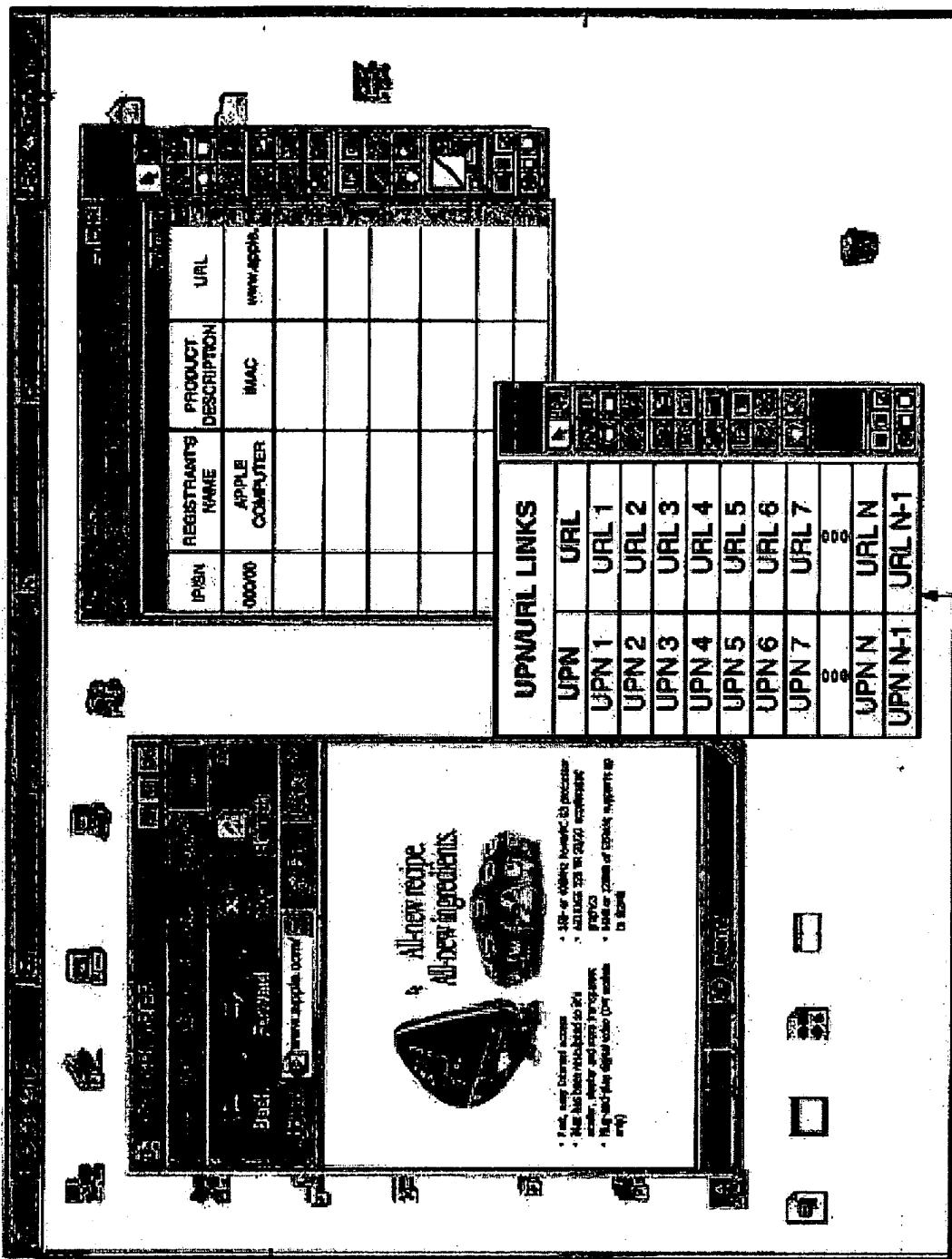


FIG. 2C1

400

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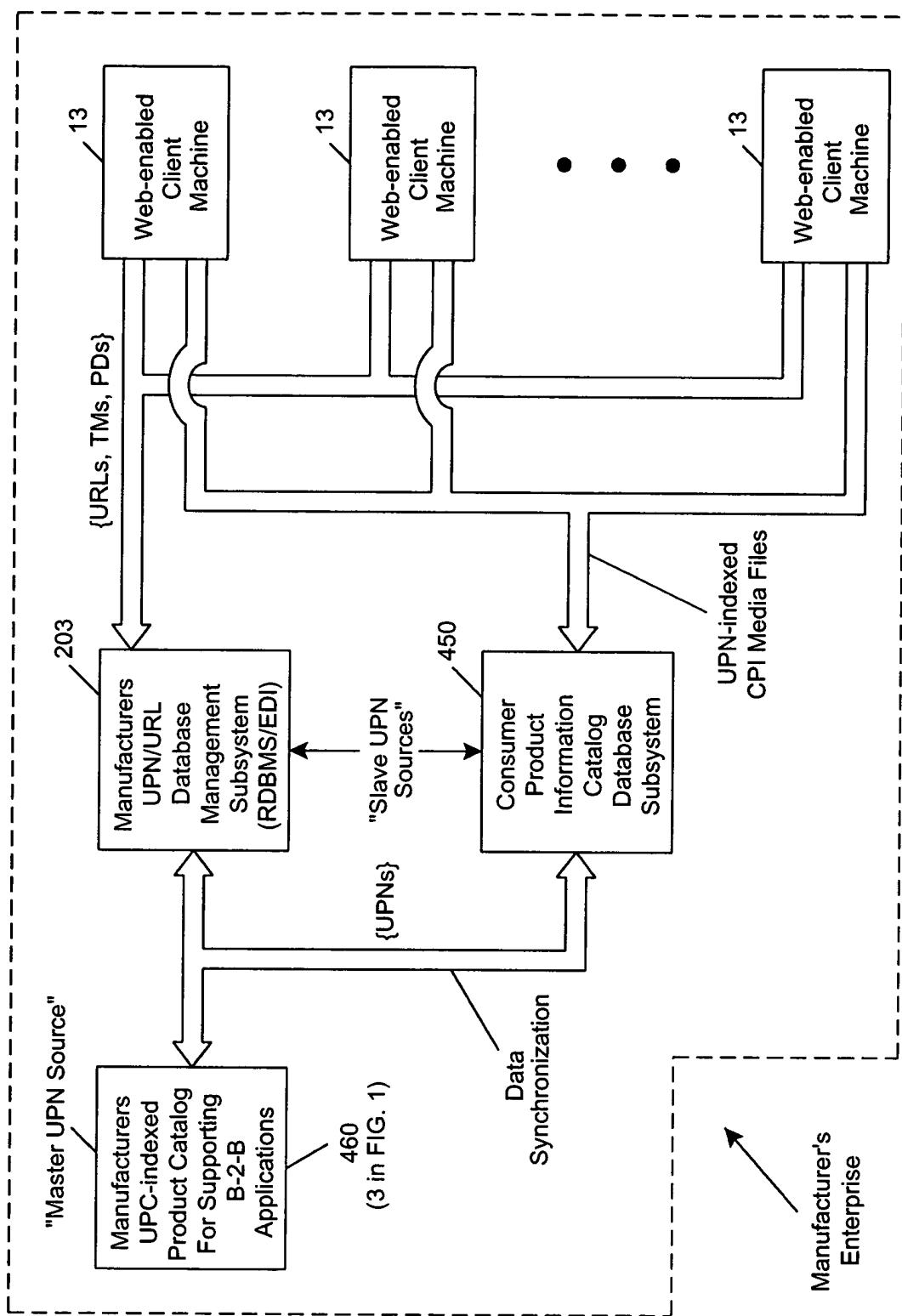


FIG. 2C2

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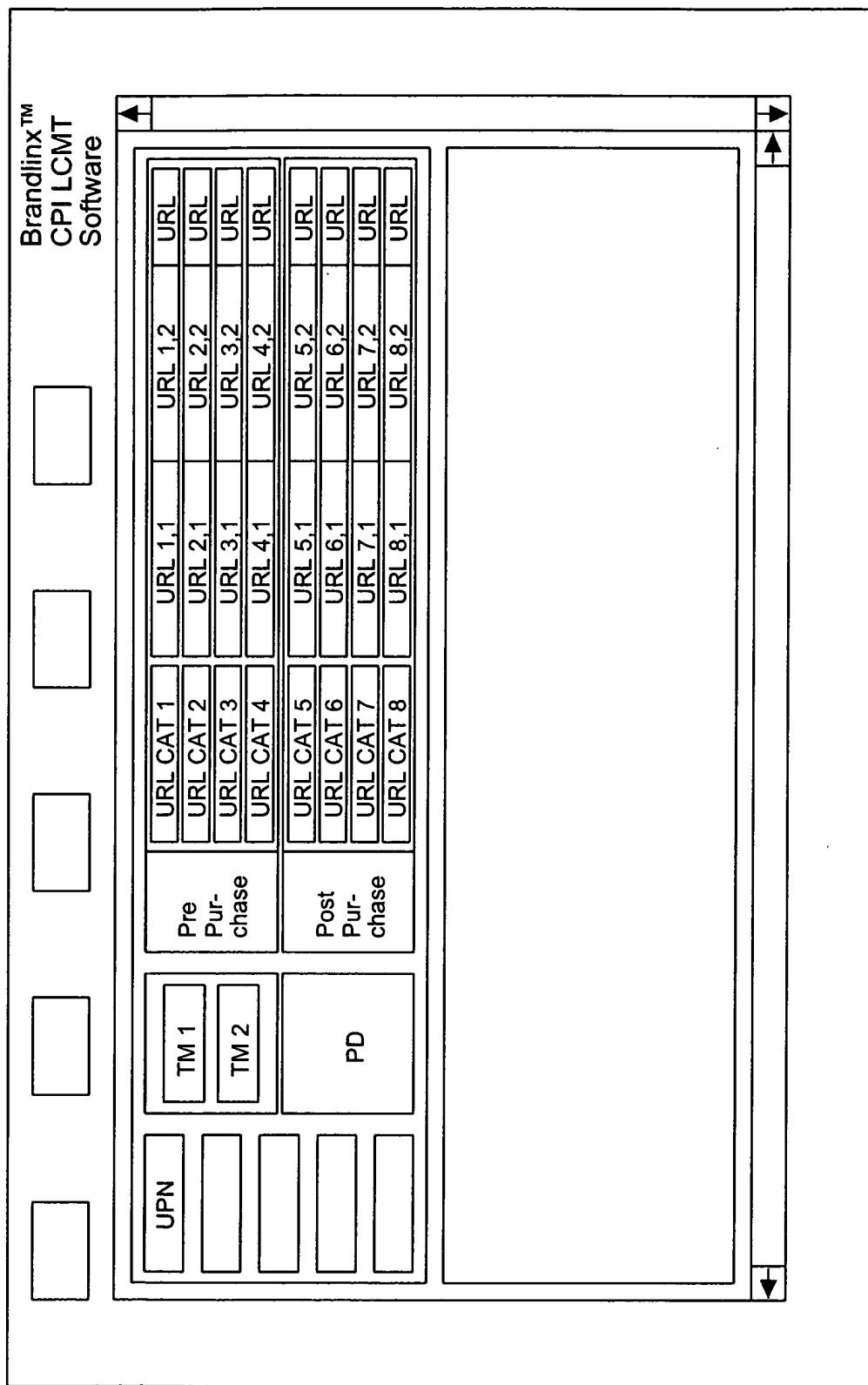


FIG. 2C3

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DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

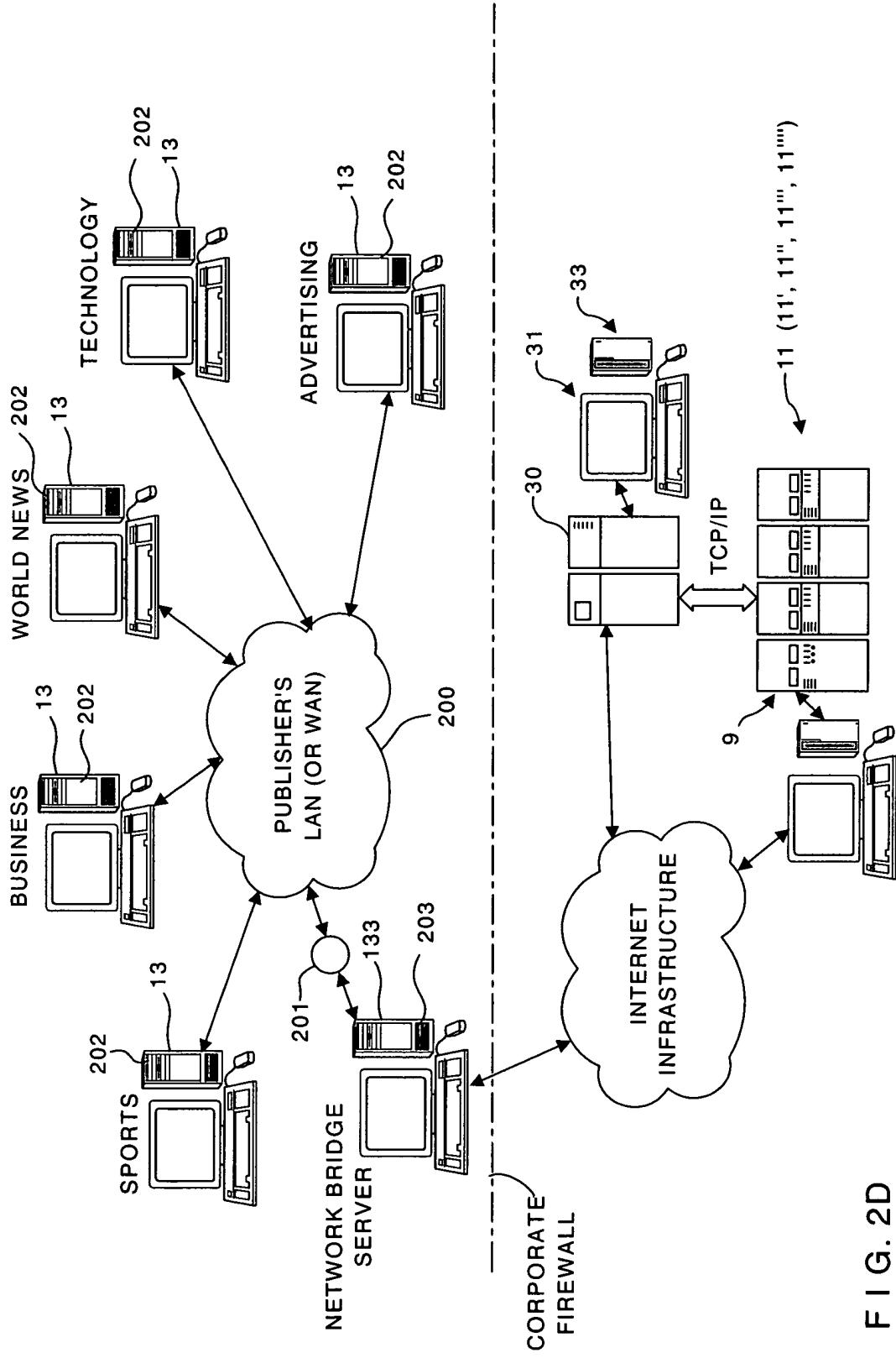


FIG. 2D

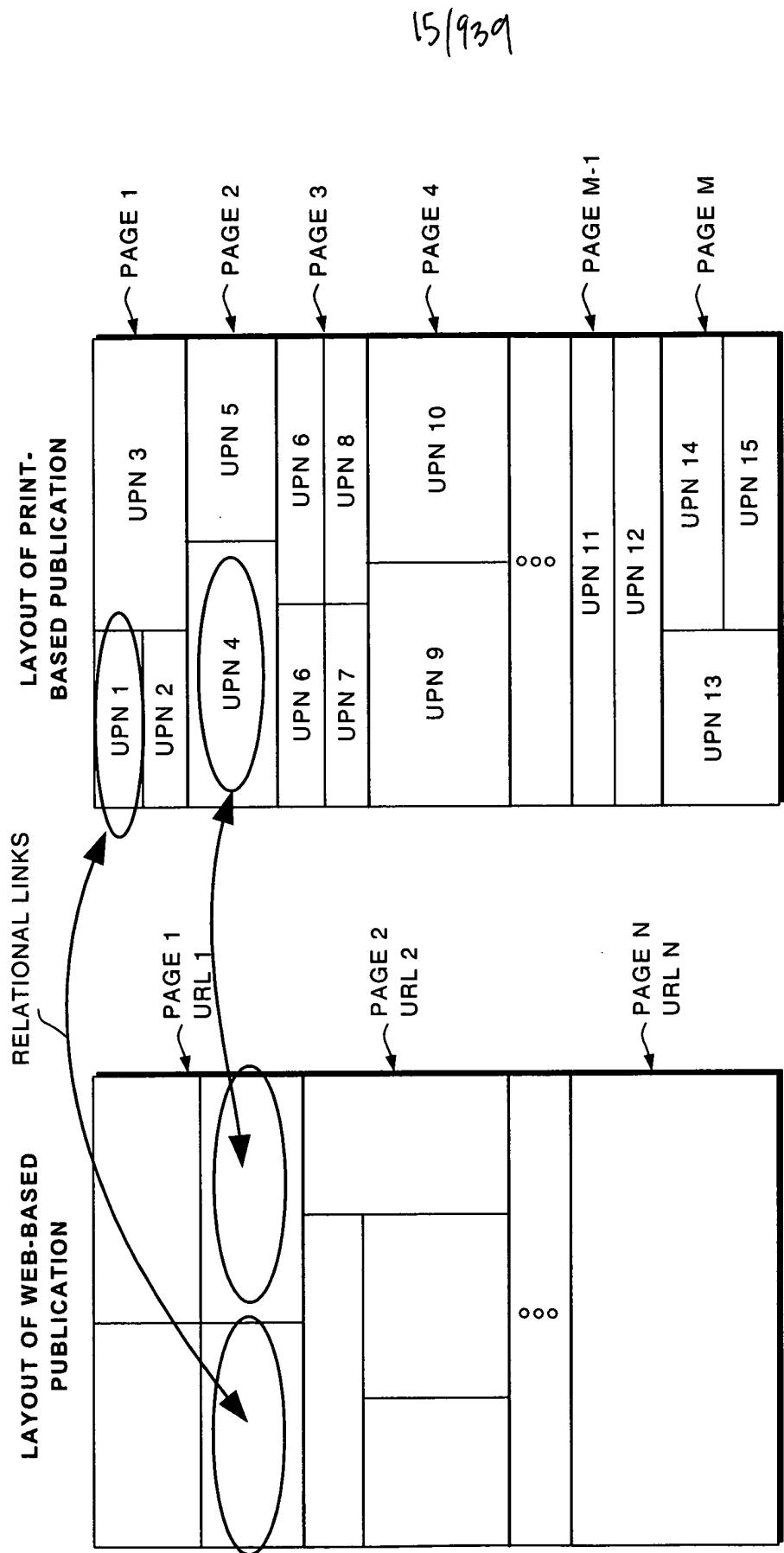


FIG. 2E1

FIG. 2E2

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UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
OO	OO
UPN N	URL N
UPN N-1	URL N-1

← 400

F I G. 2E3

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COMPOSITION/EDITORIAL MODE

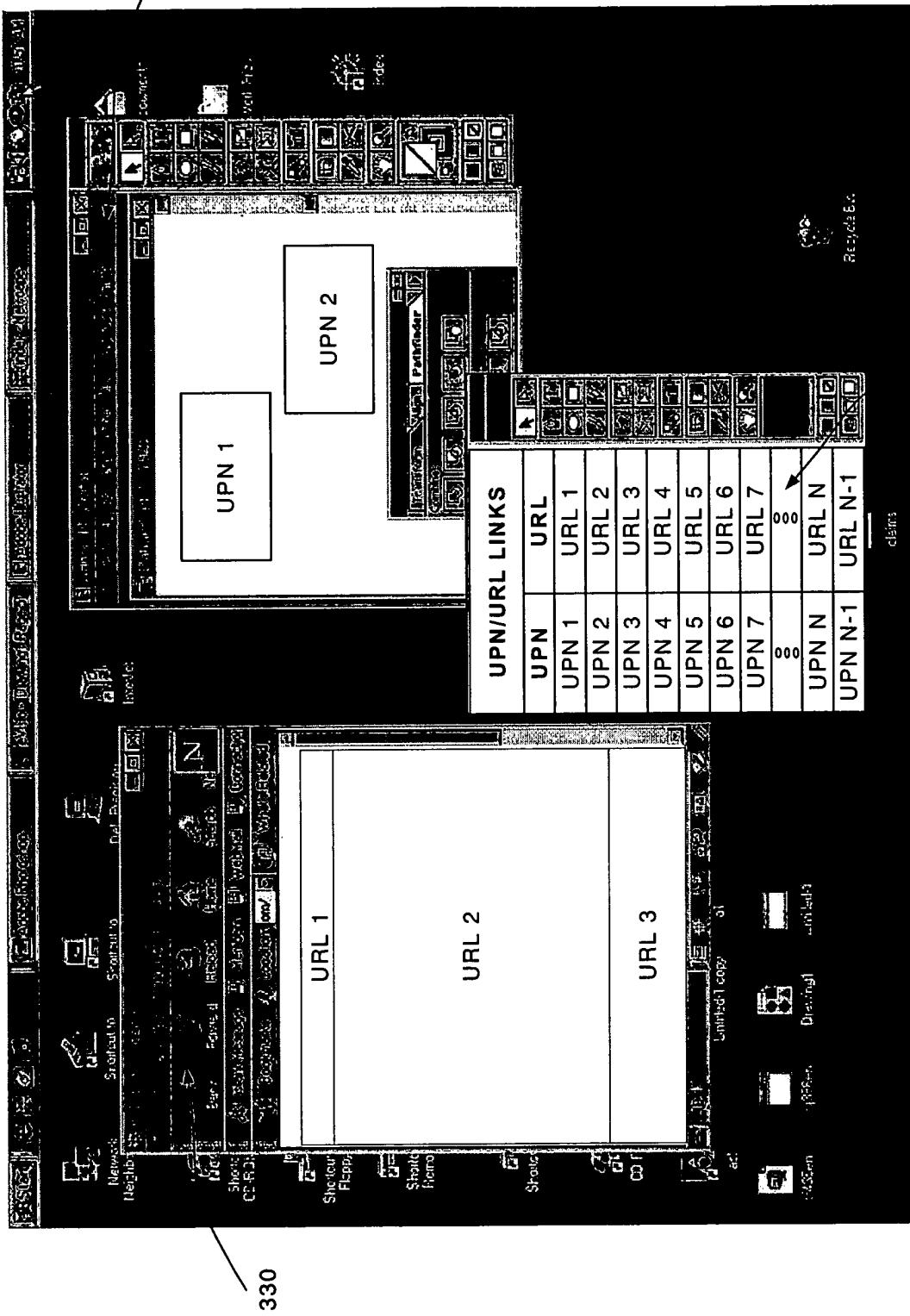


FIG. 2E4

UPN/URL DATA LINKING MODE

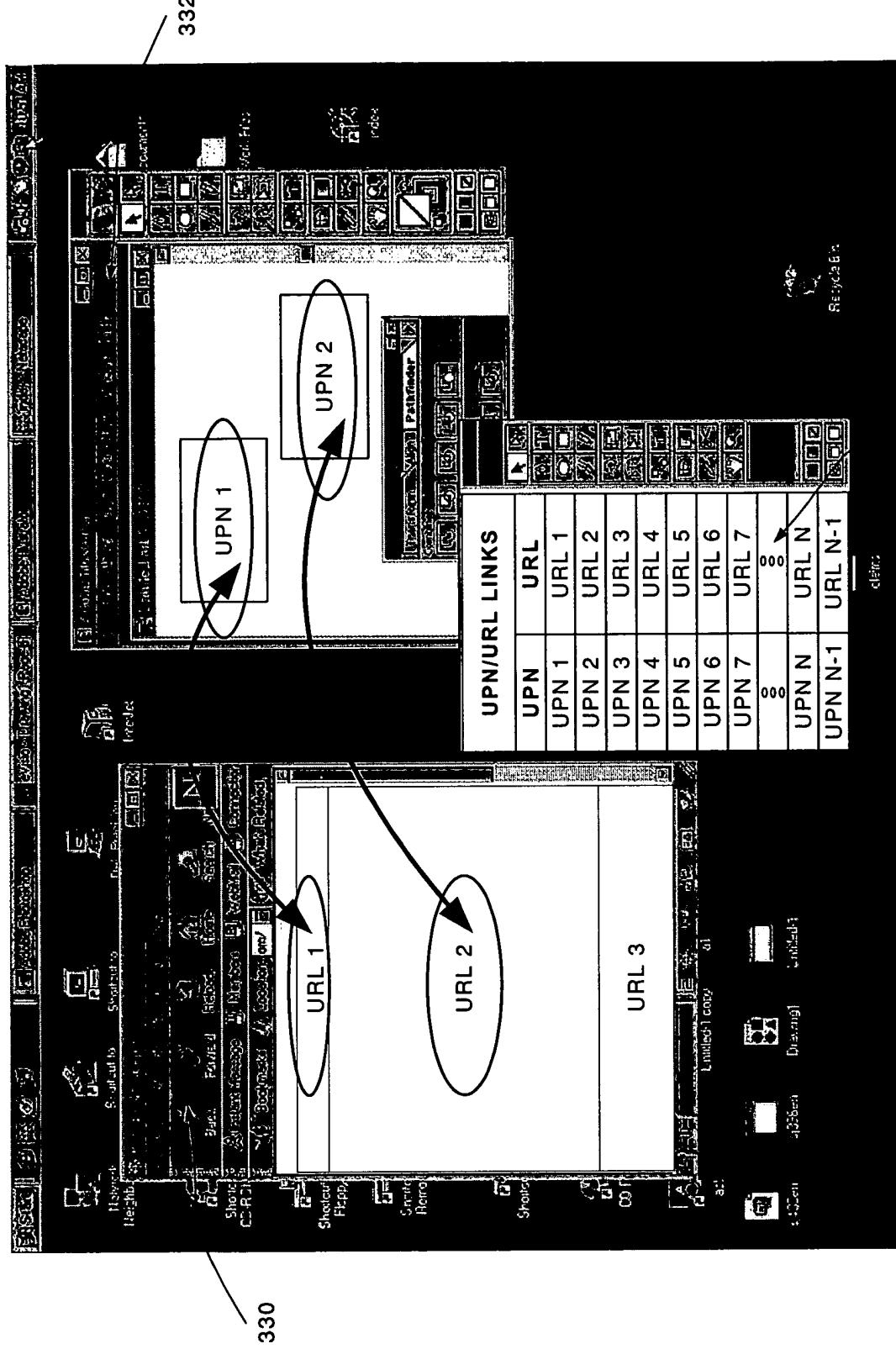
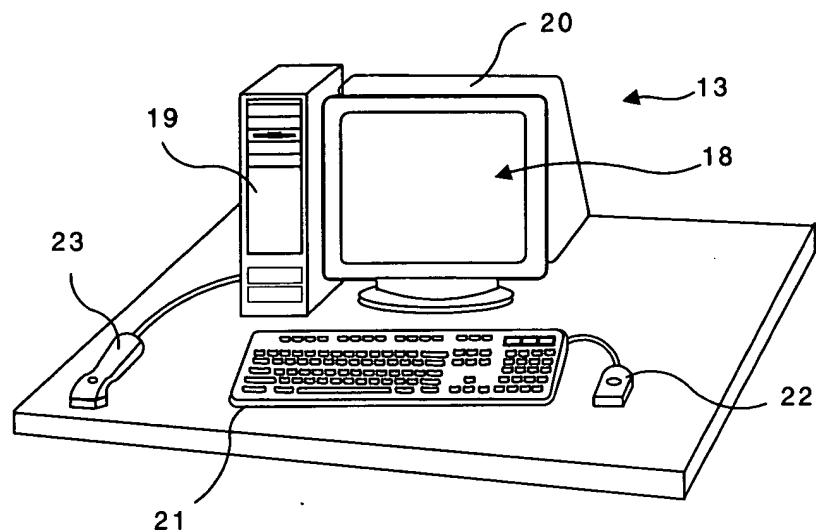


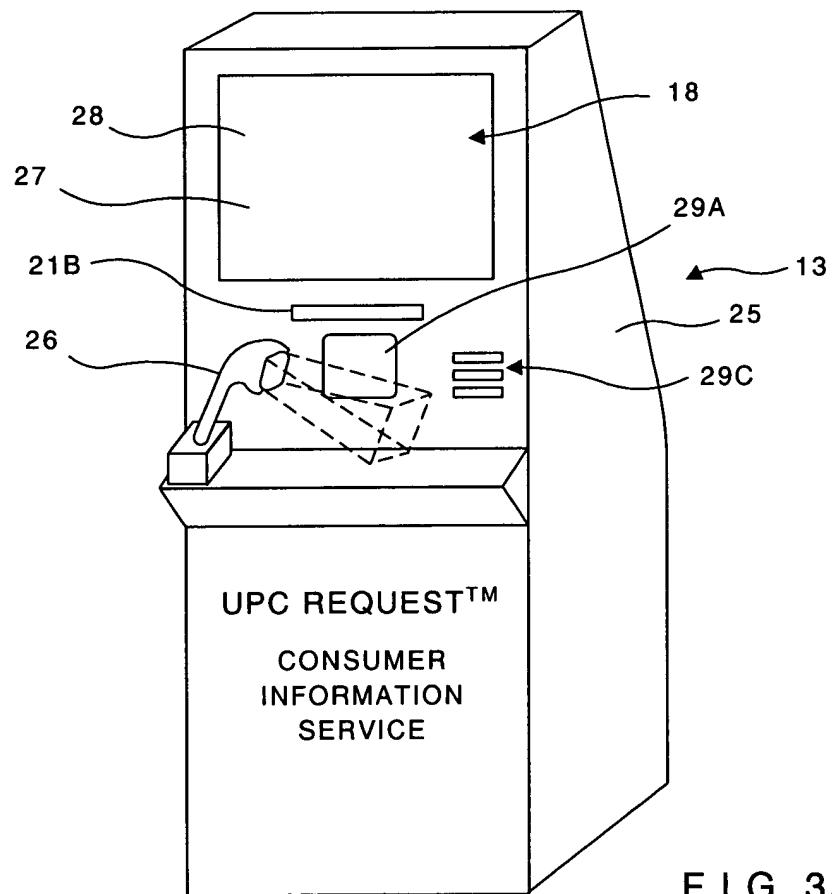
FIG. 2E5

400

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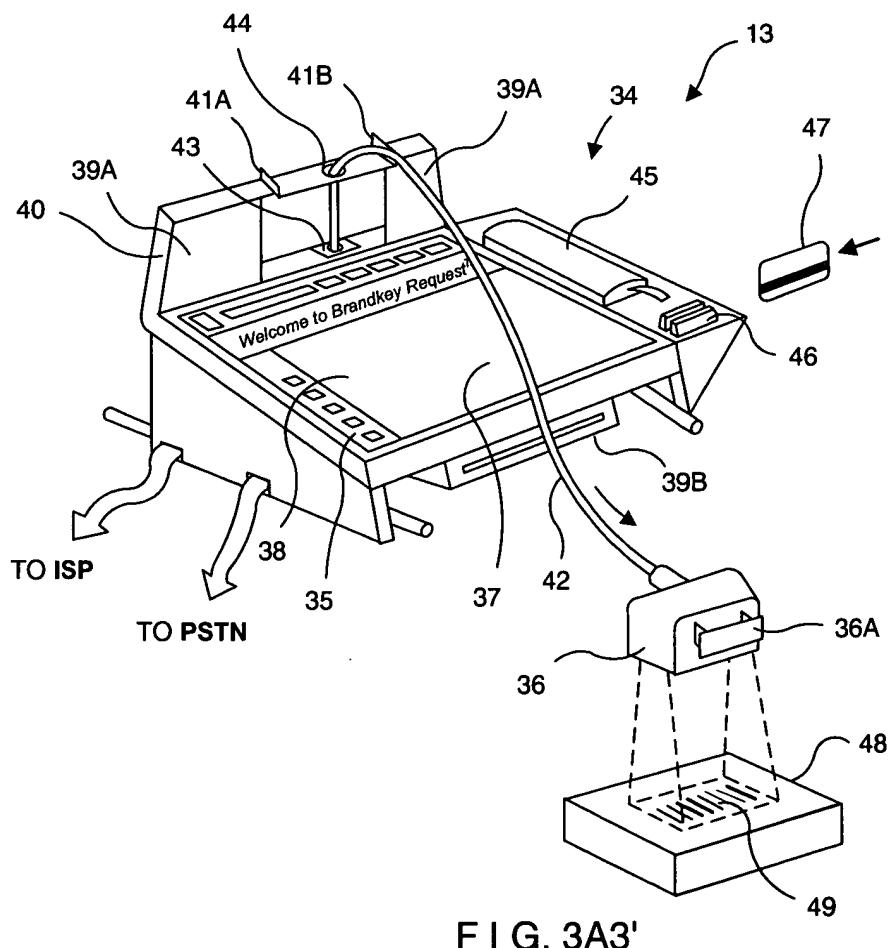
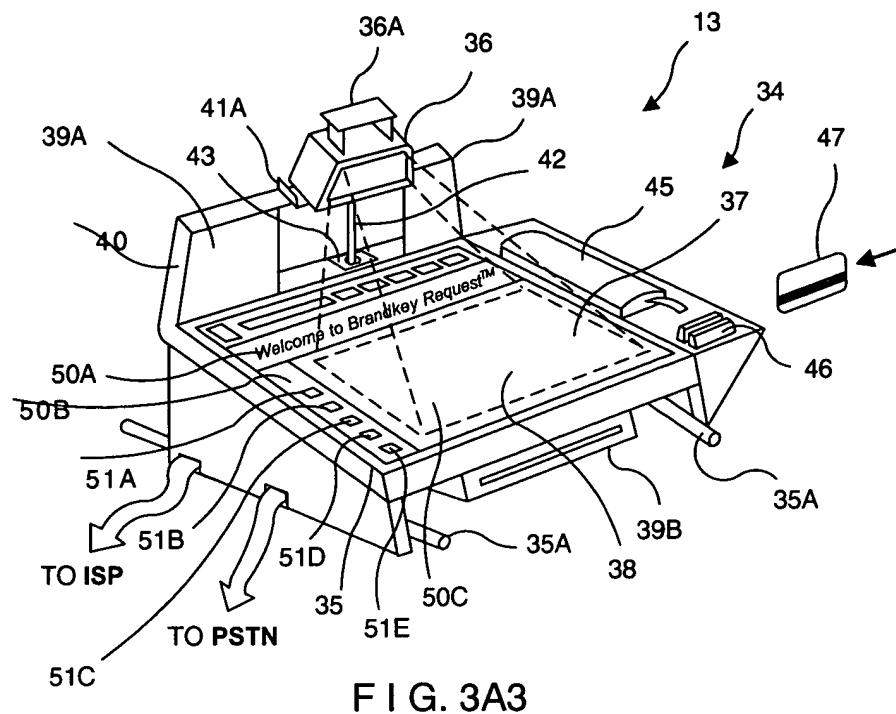


F I G. 3A1

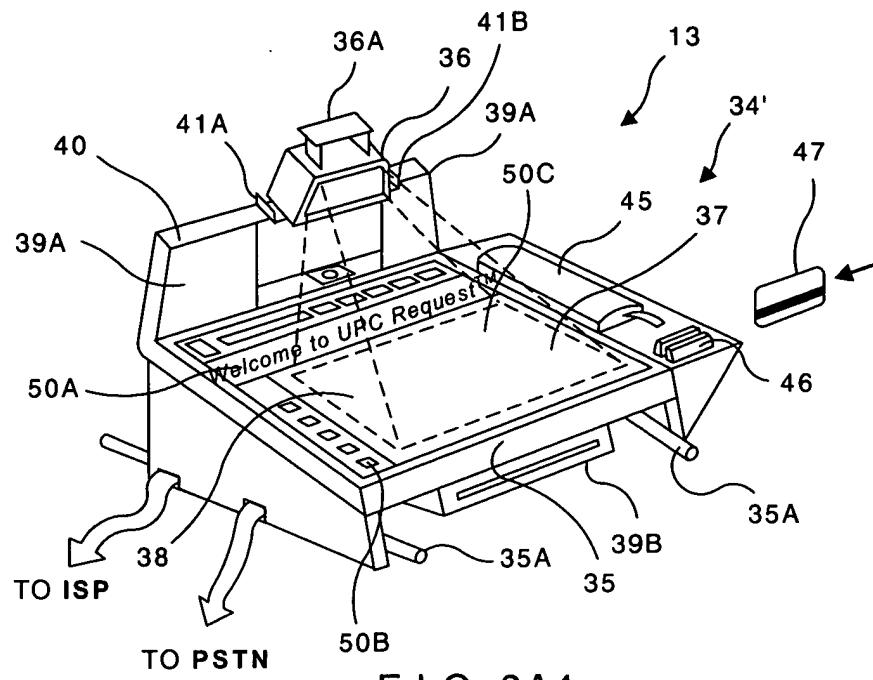


F I G. 3A2

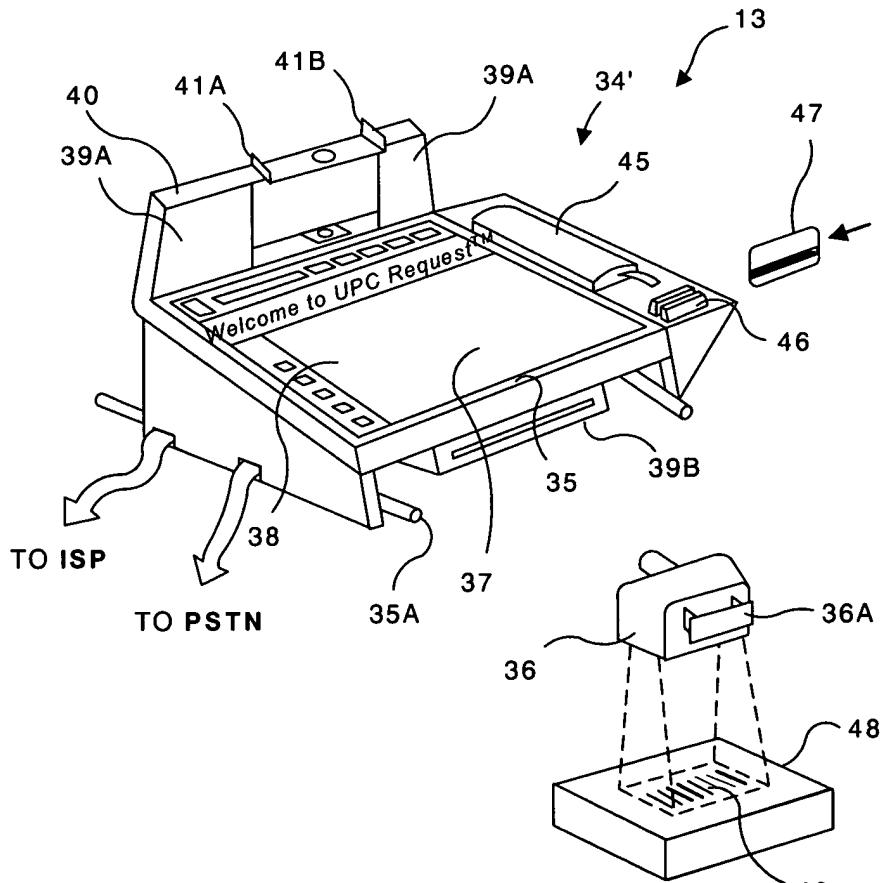
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21(939)



F I G. 3A4



F I G. 3A4'

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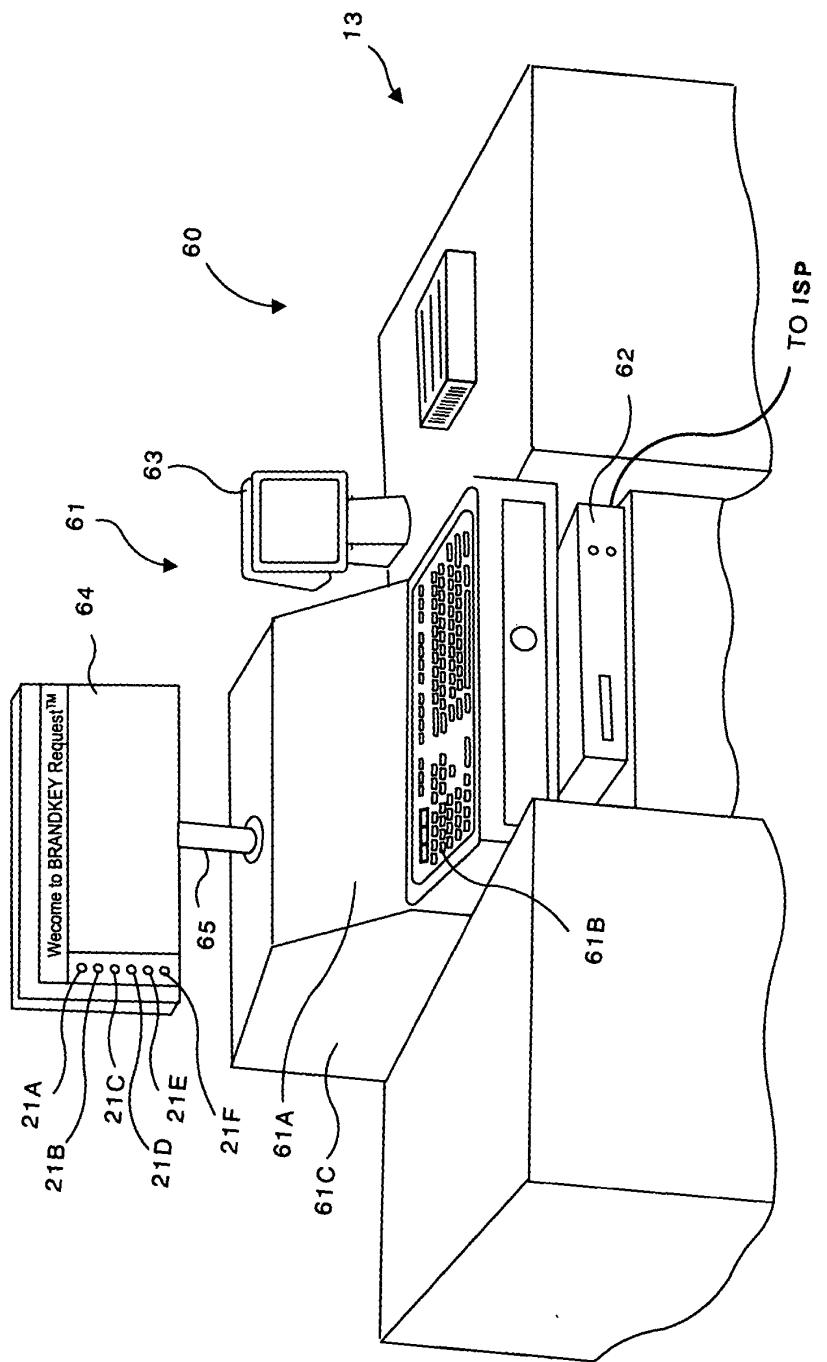
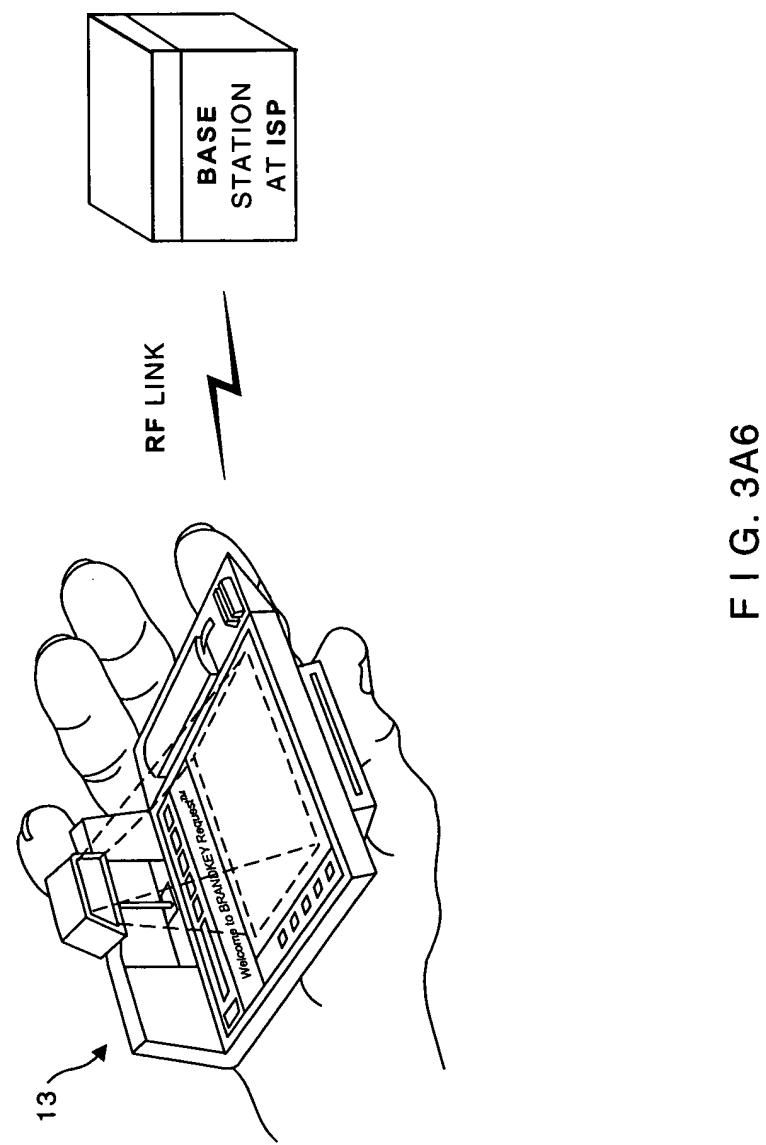


FIG. 3A5

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F I G. 3A6

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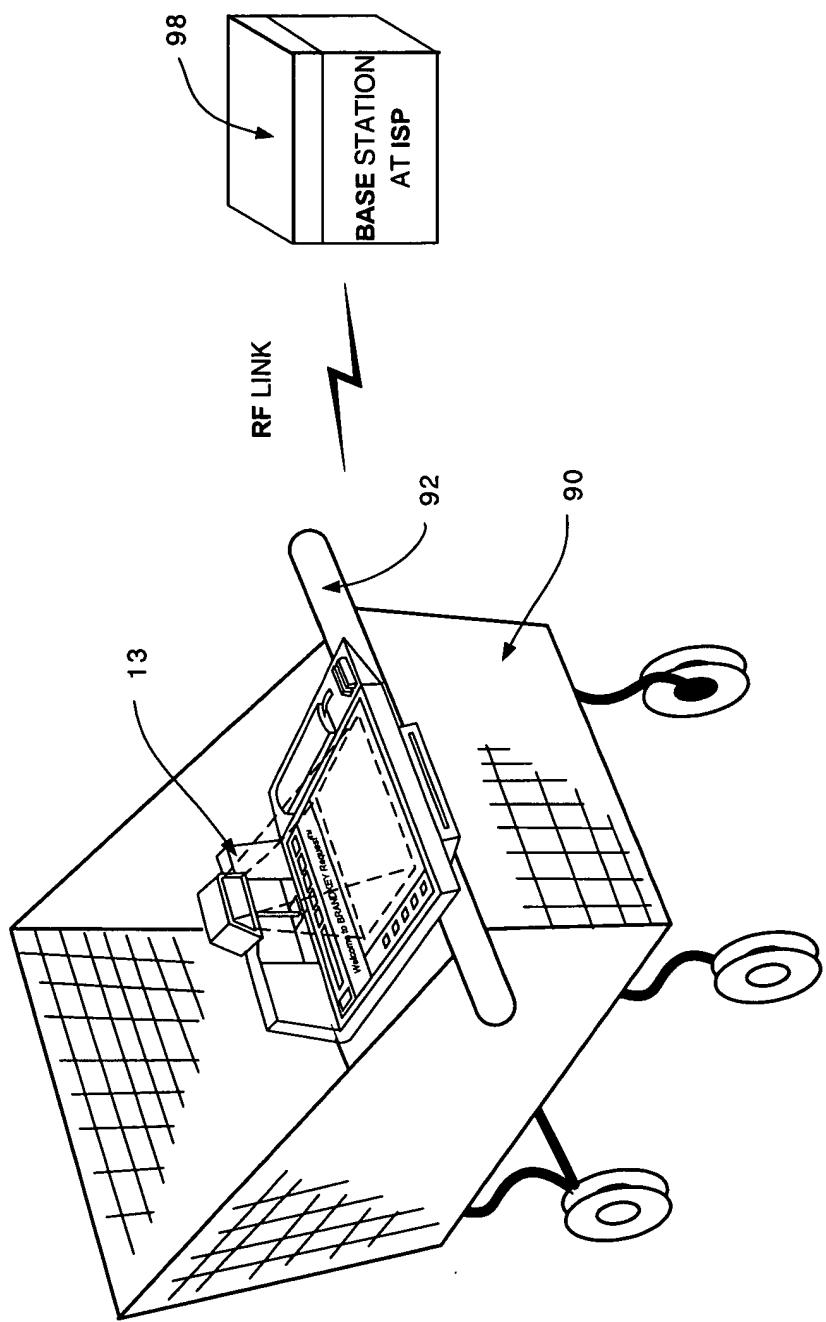


FIG. 3A7

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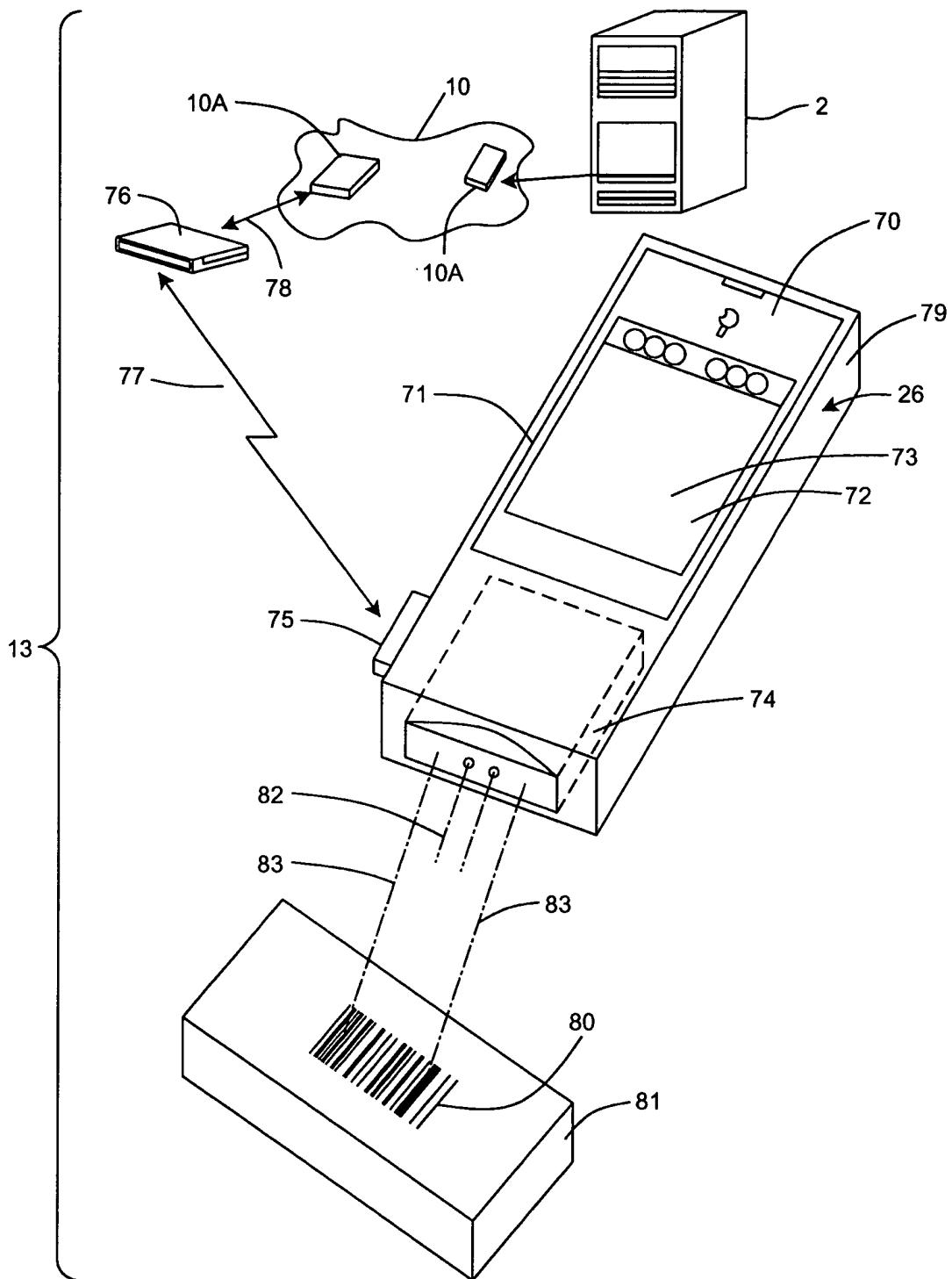
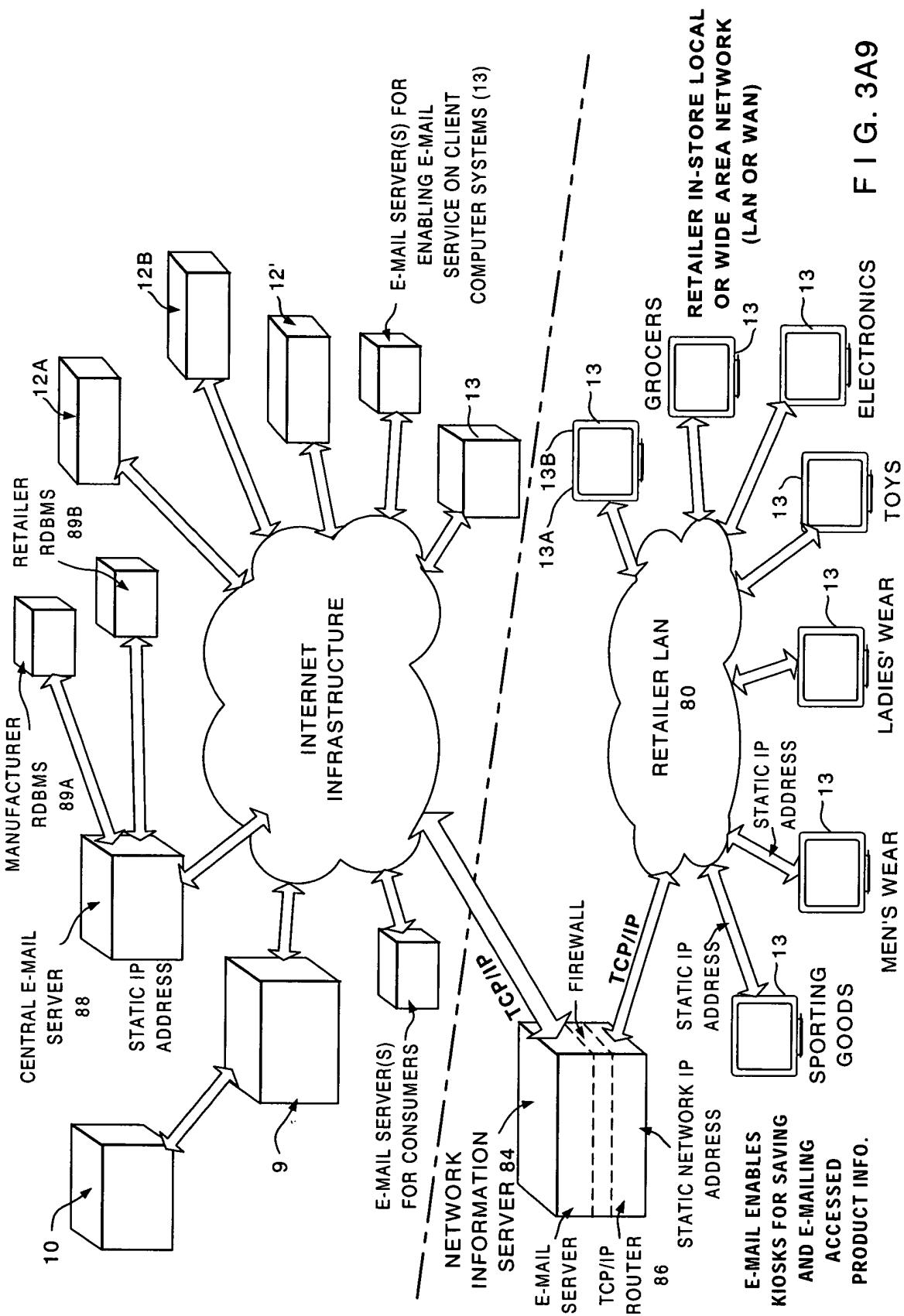
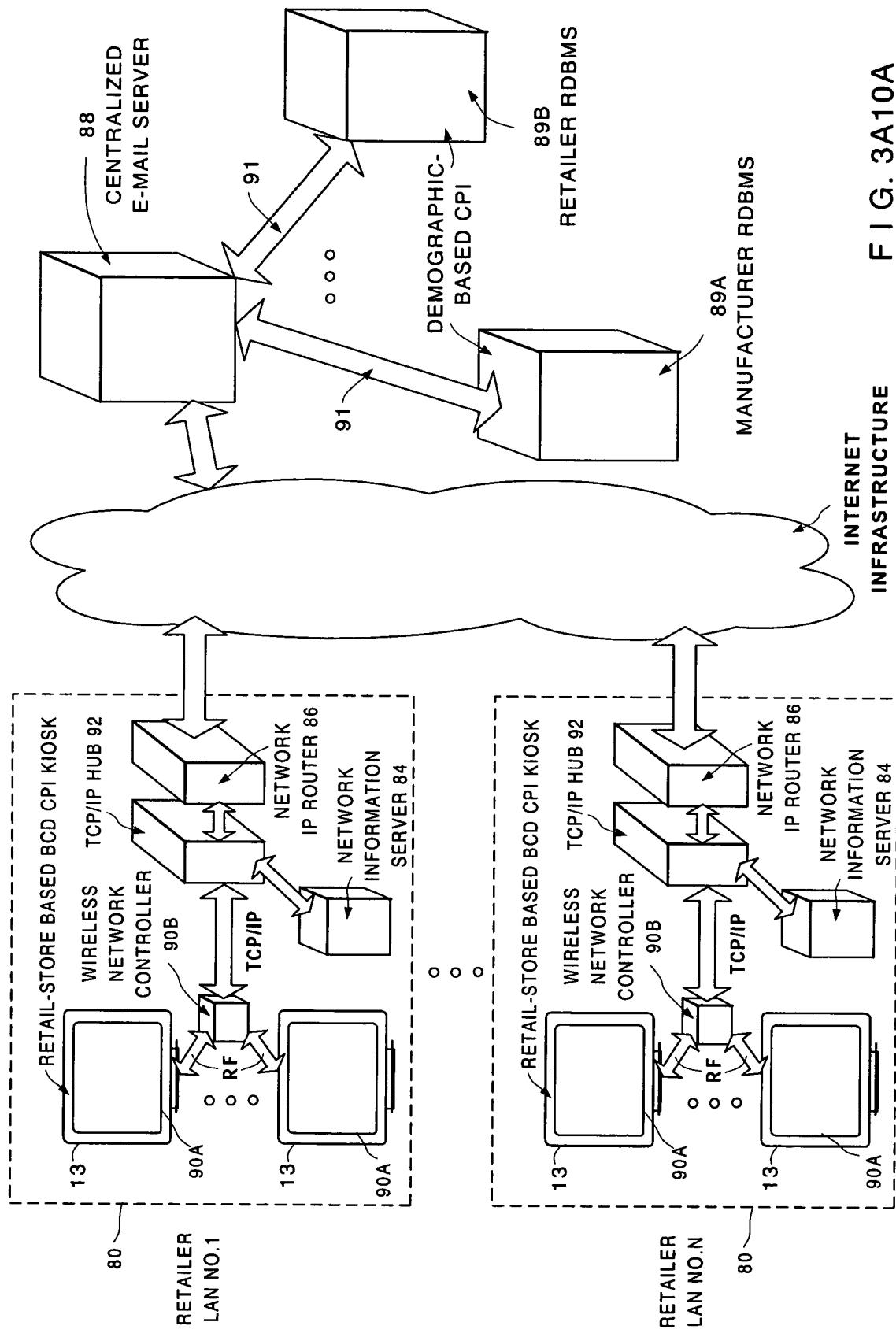


FIG. 3A8

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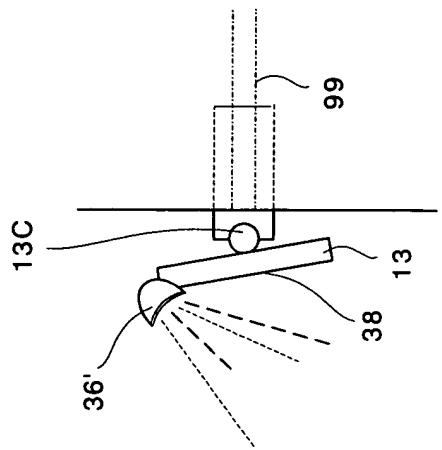


FIG. 3A10D

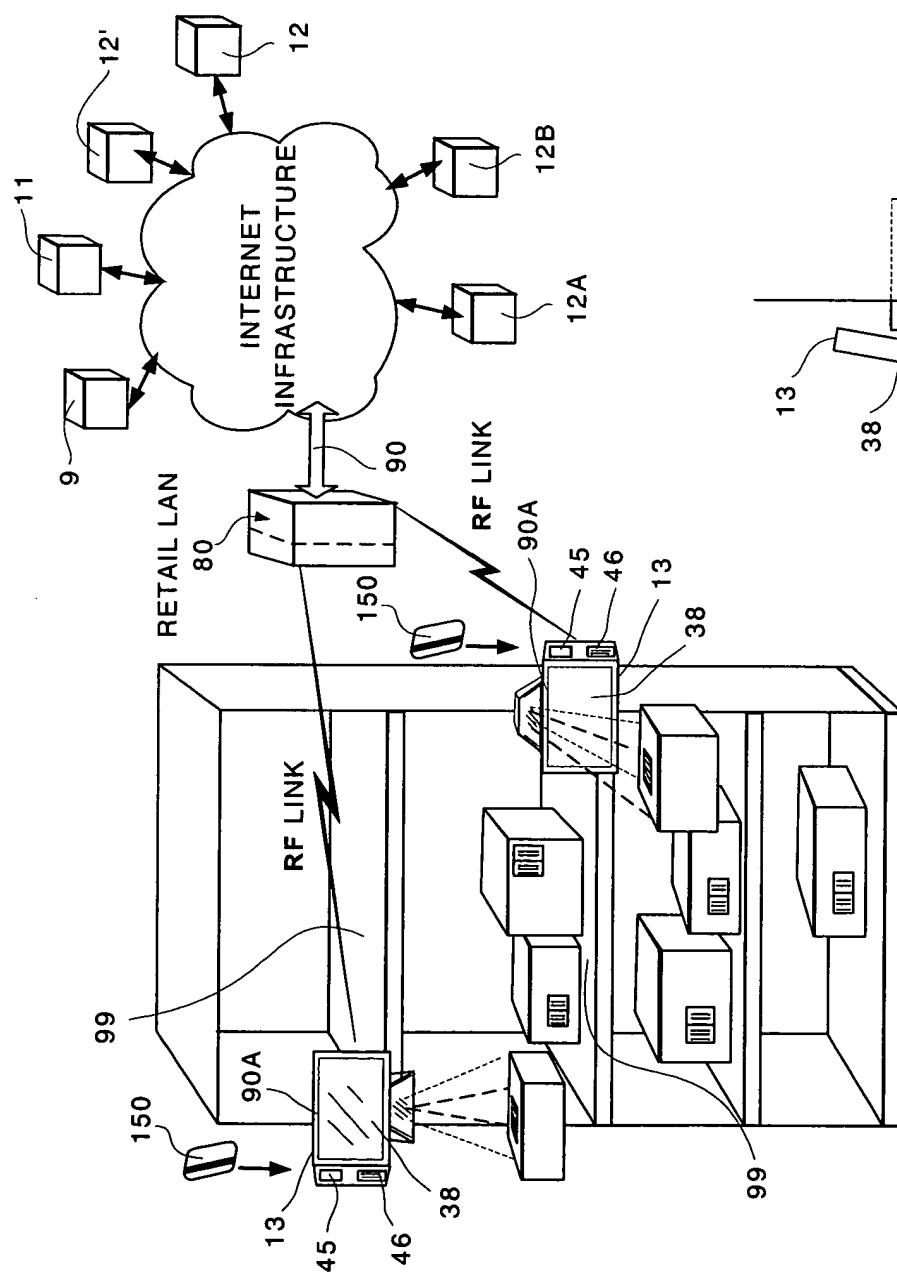


FIG. 3A10B

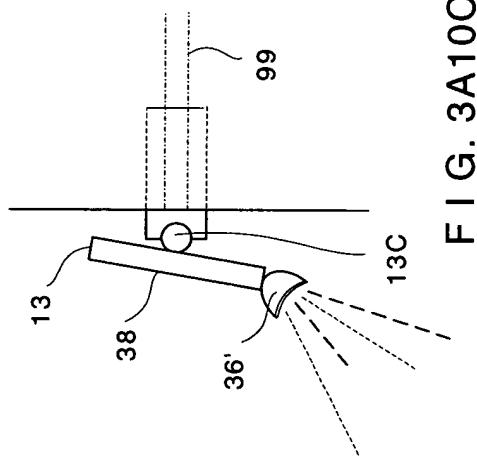


FIG. 3A10C

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MASTER DATABASE TABLE

MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM

FIG. 3A11

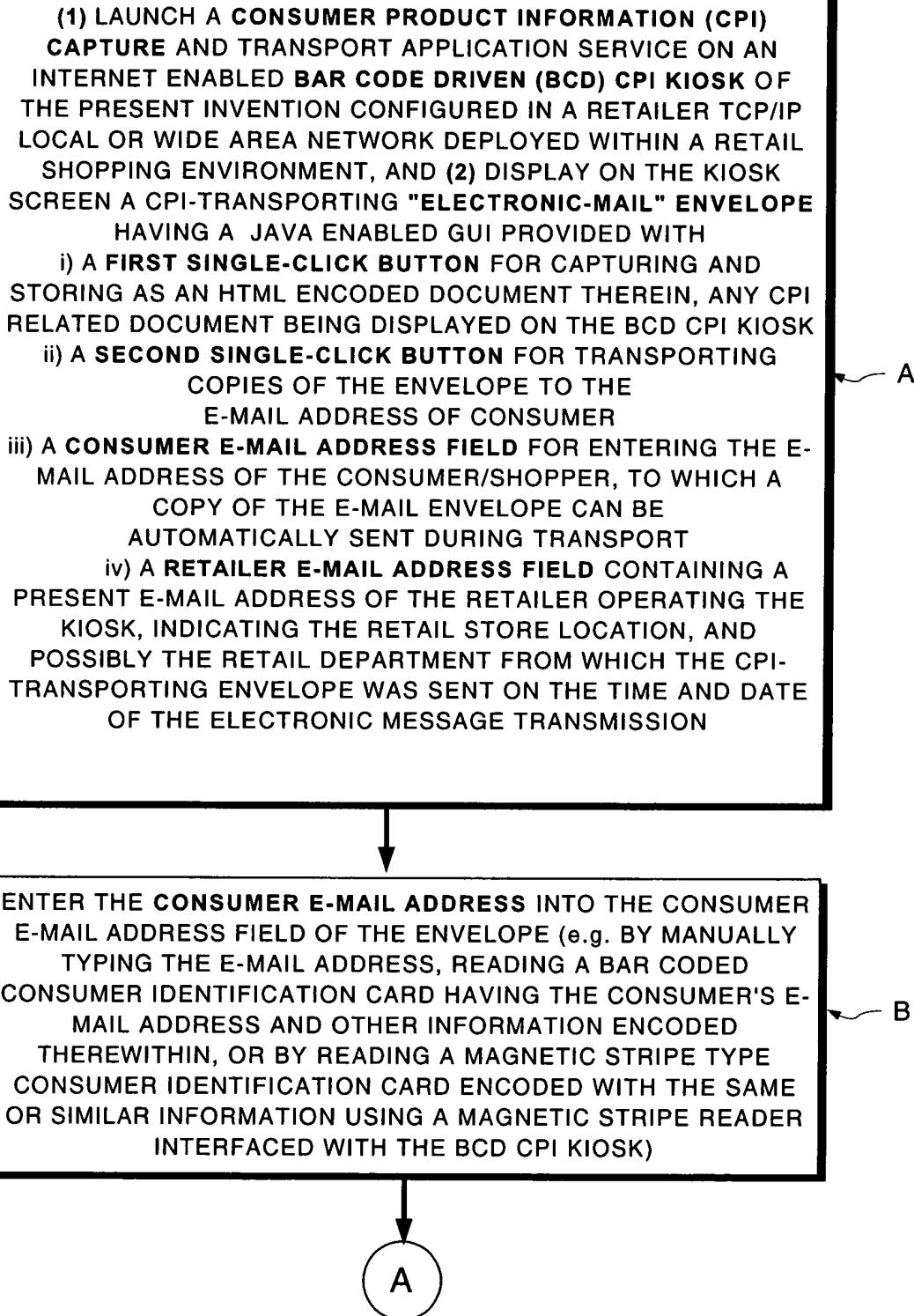
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MASTER DATABASE TABLE

MAINTAINED BY MANUFACTURER DATABASE MANAGEMENT SUBSYSTEM

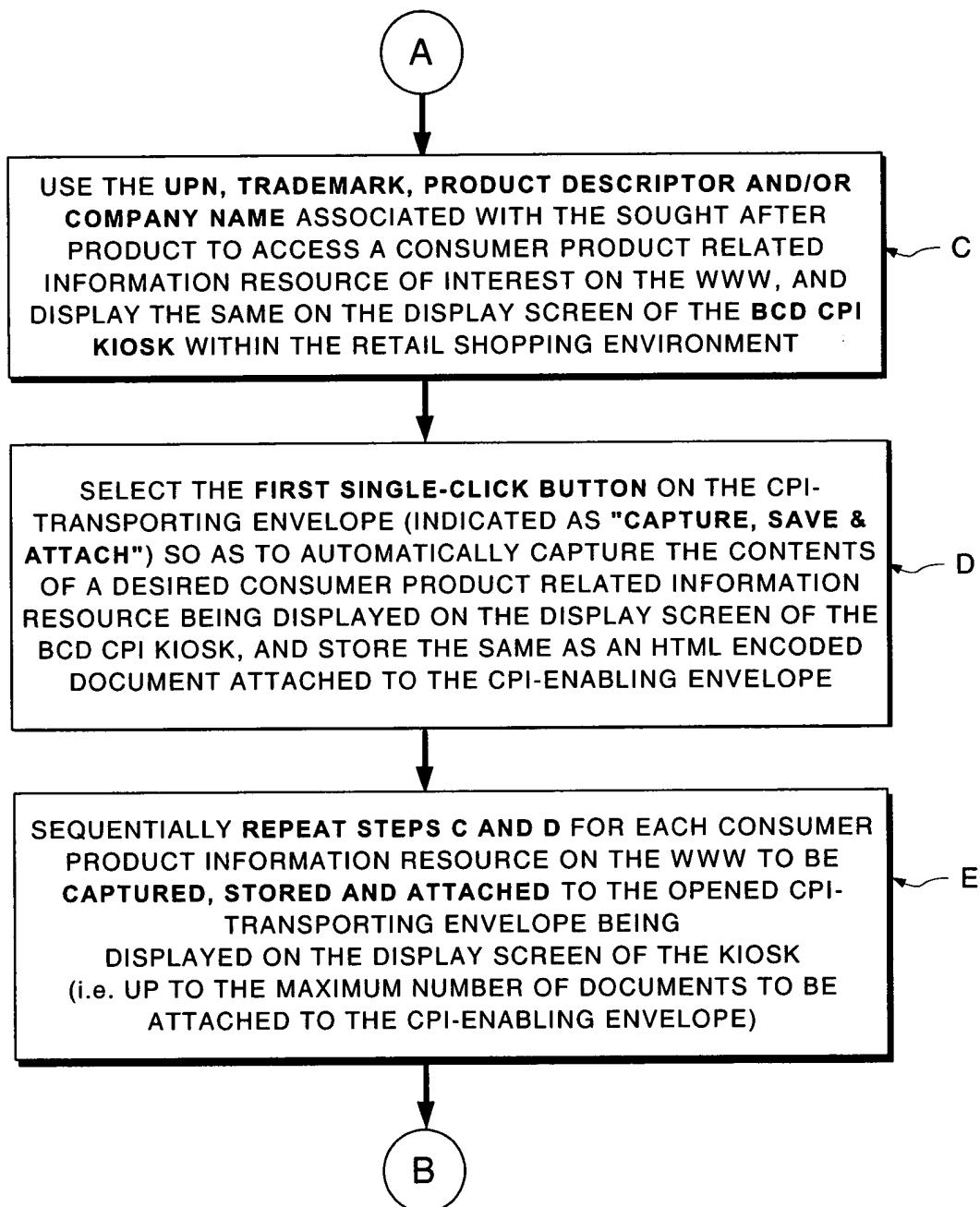
FIG. 3A12

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F I G. 3A13A

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F I G. 3A13B

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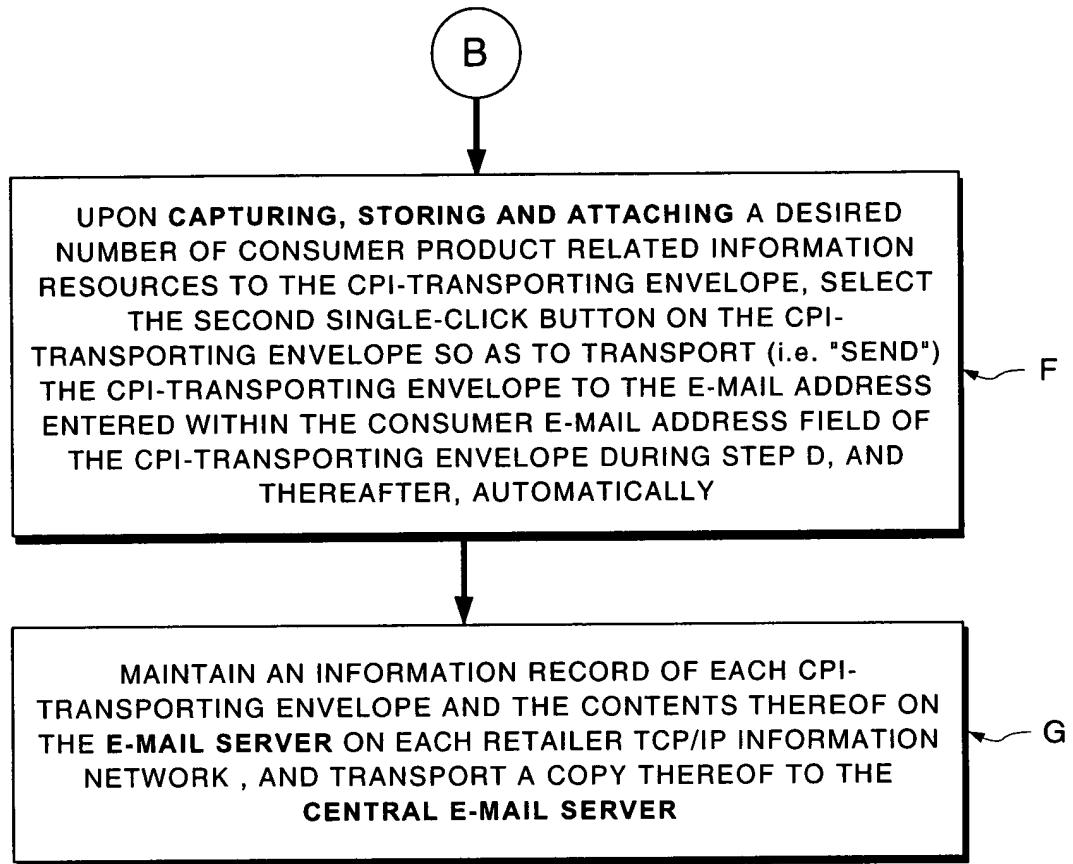


FIG. 3A13C

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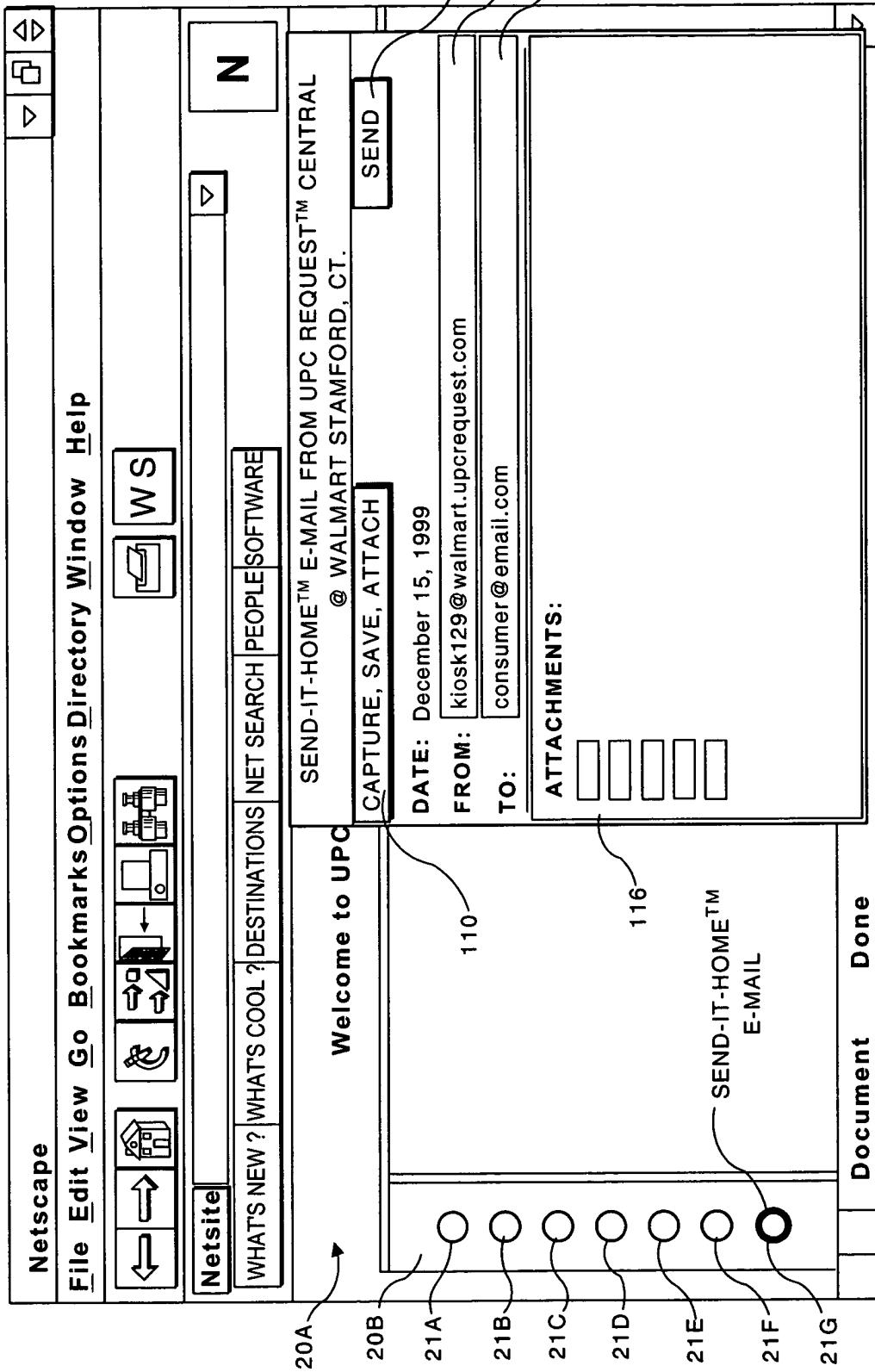


FIG. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B



FIG. 3A15A

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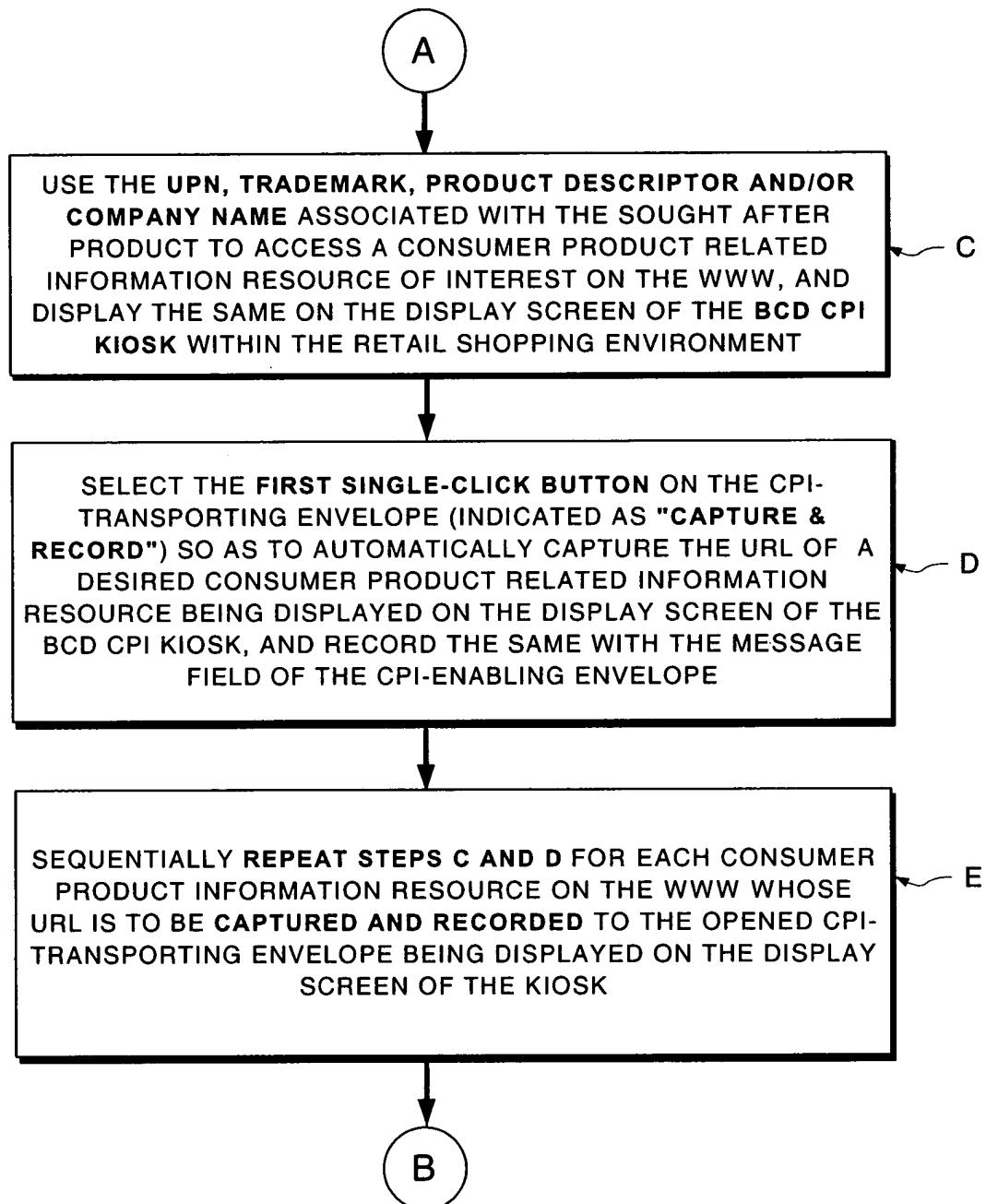


FIG. 3A15B

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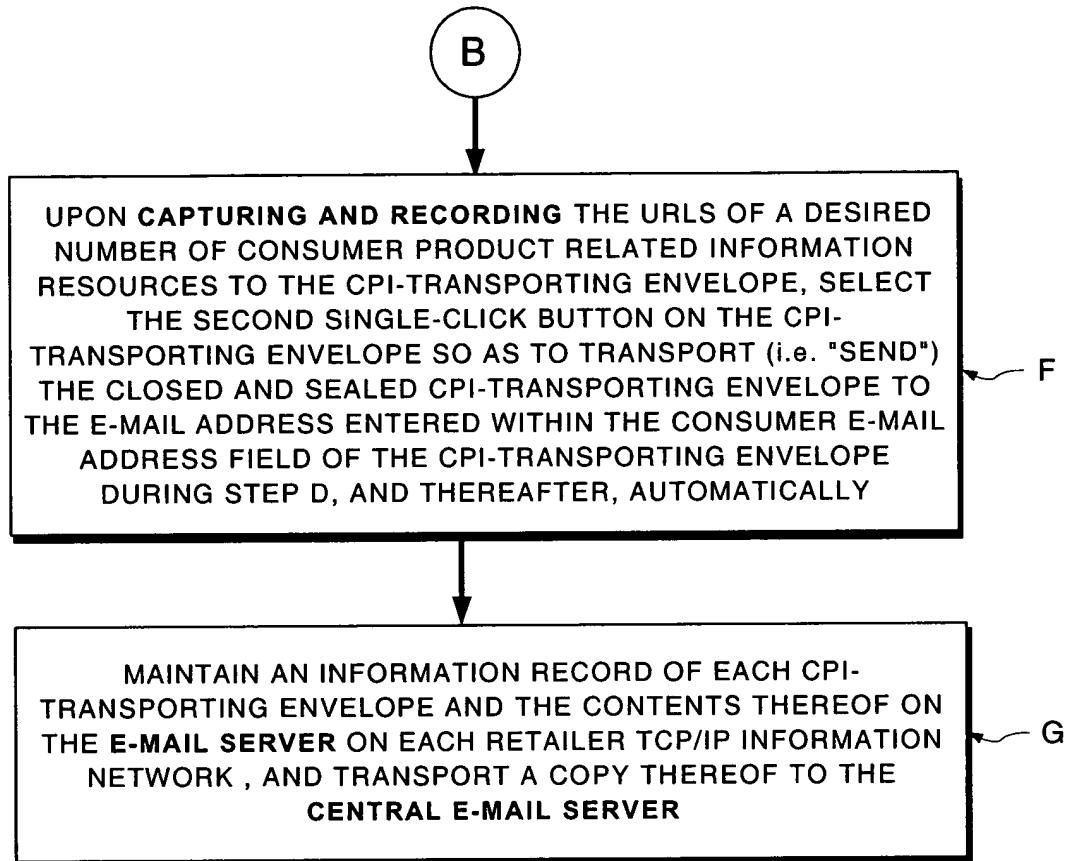


FIG. 3A15C

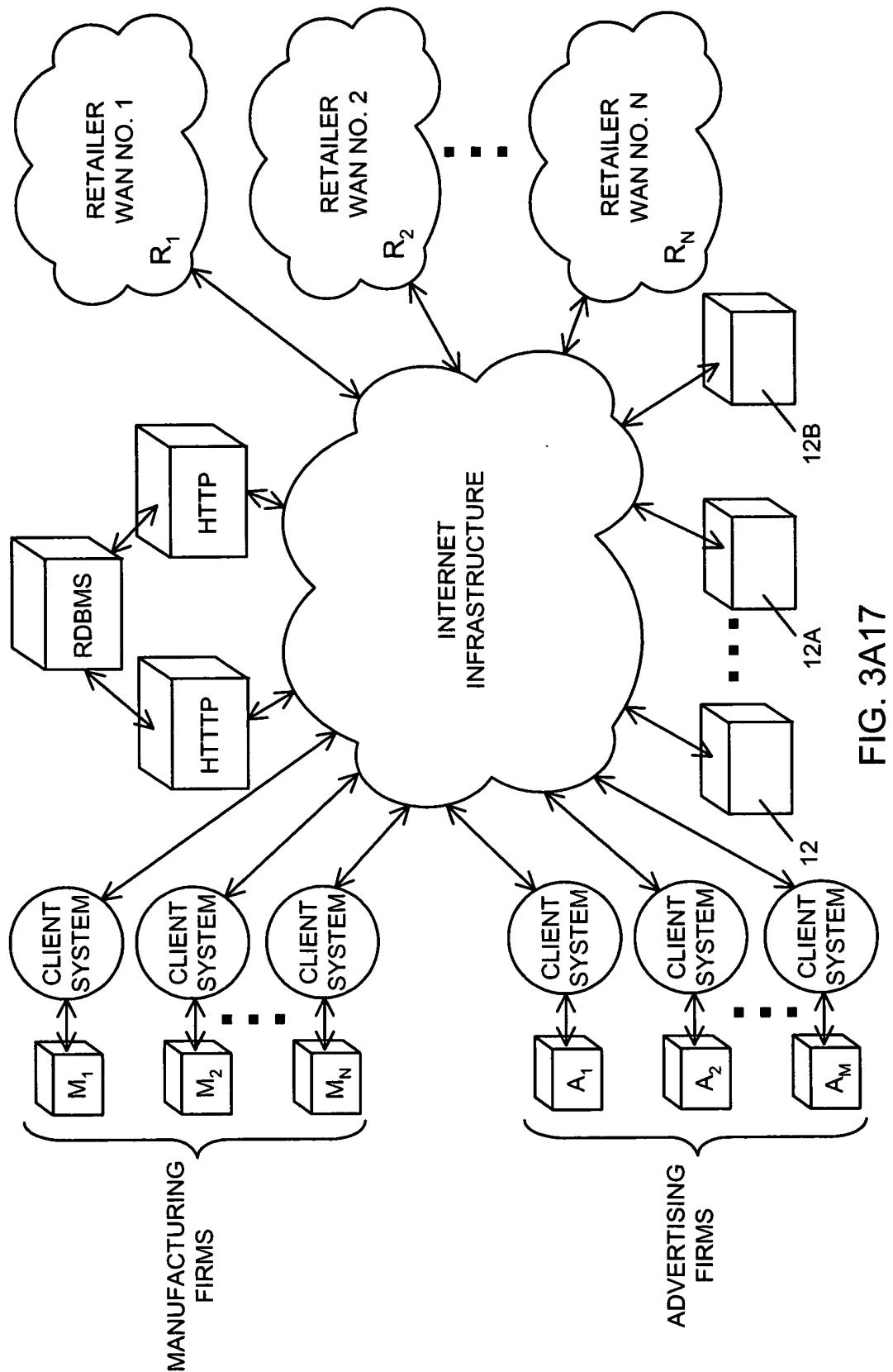
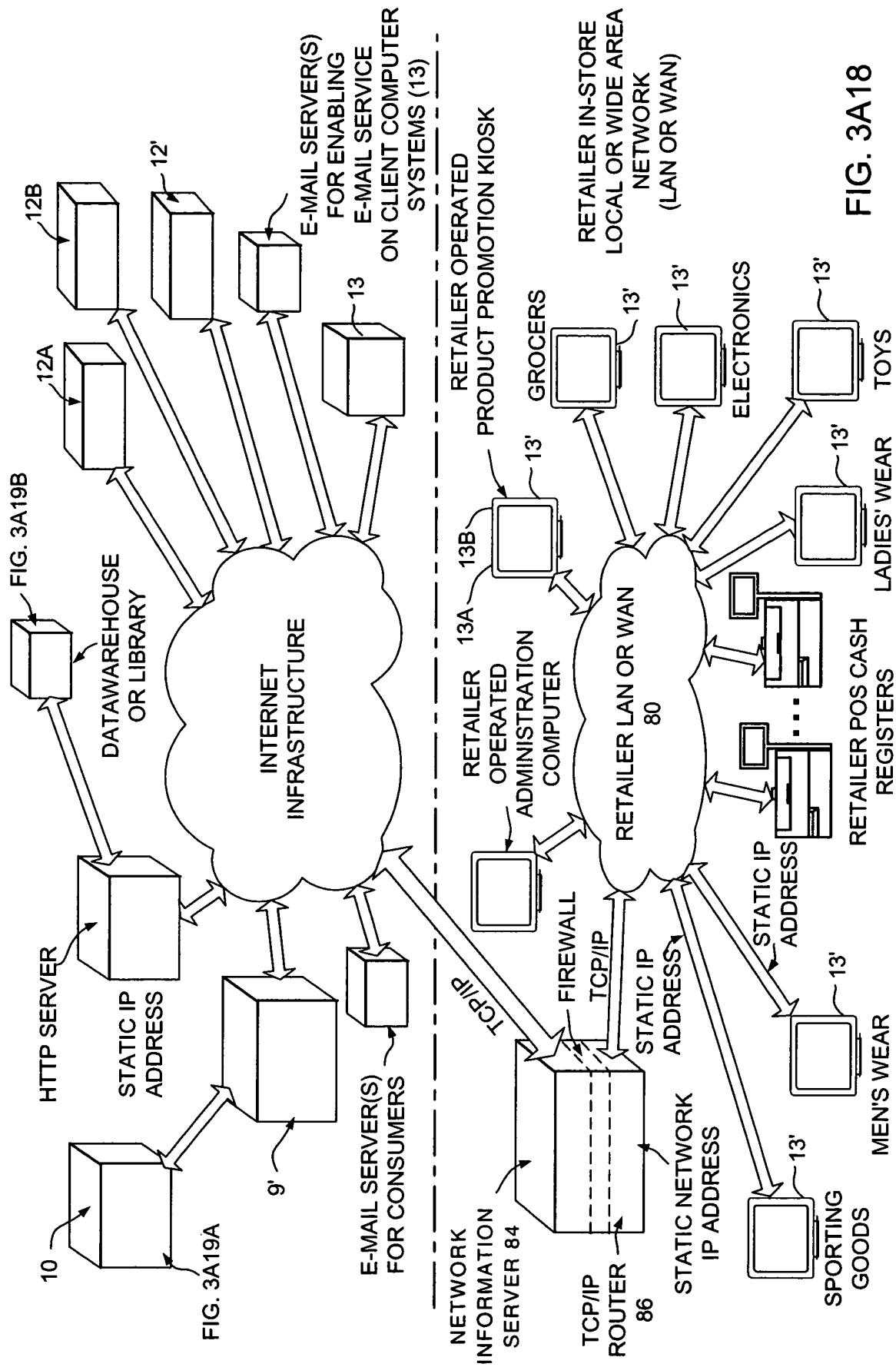
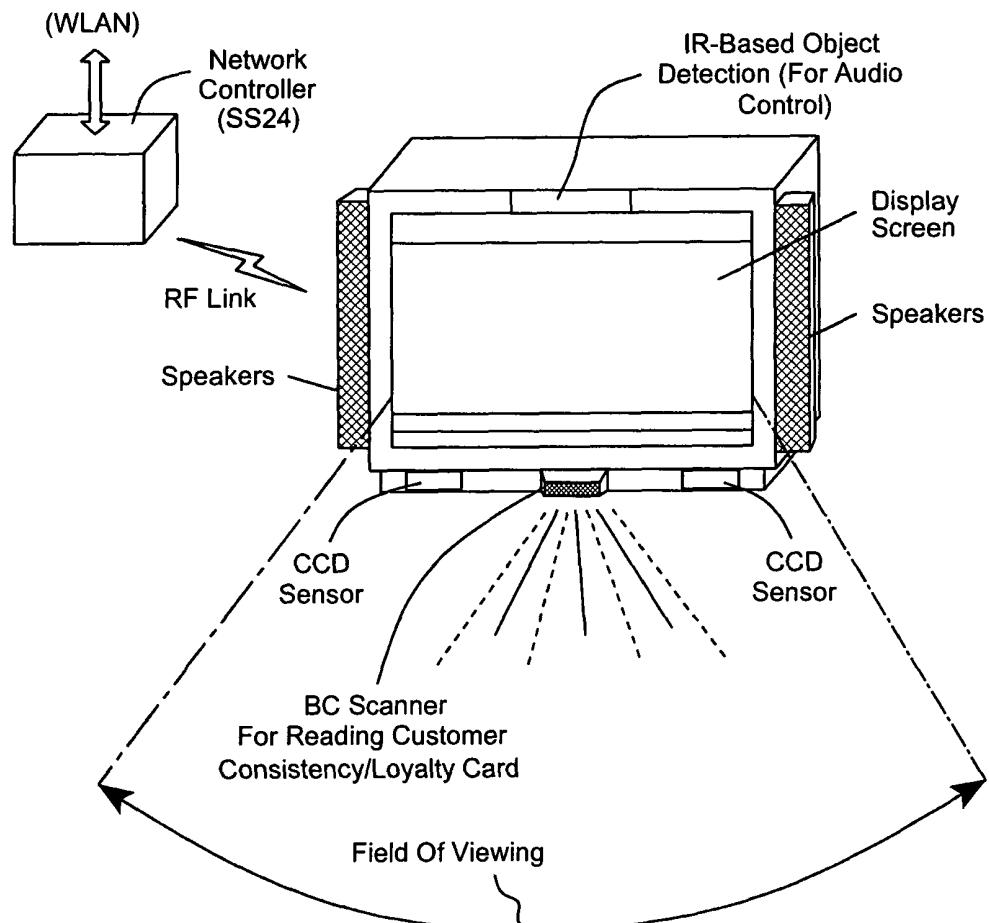


FIG. 3A17



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FIG. 3A19A

**Features:**

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

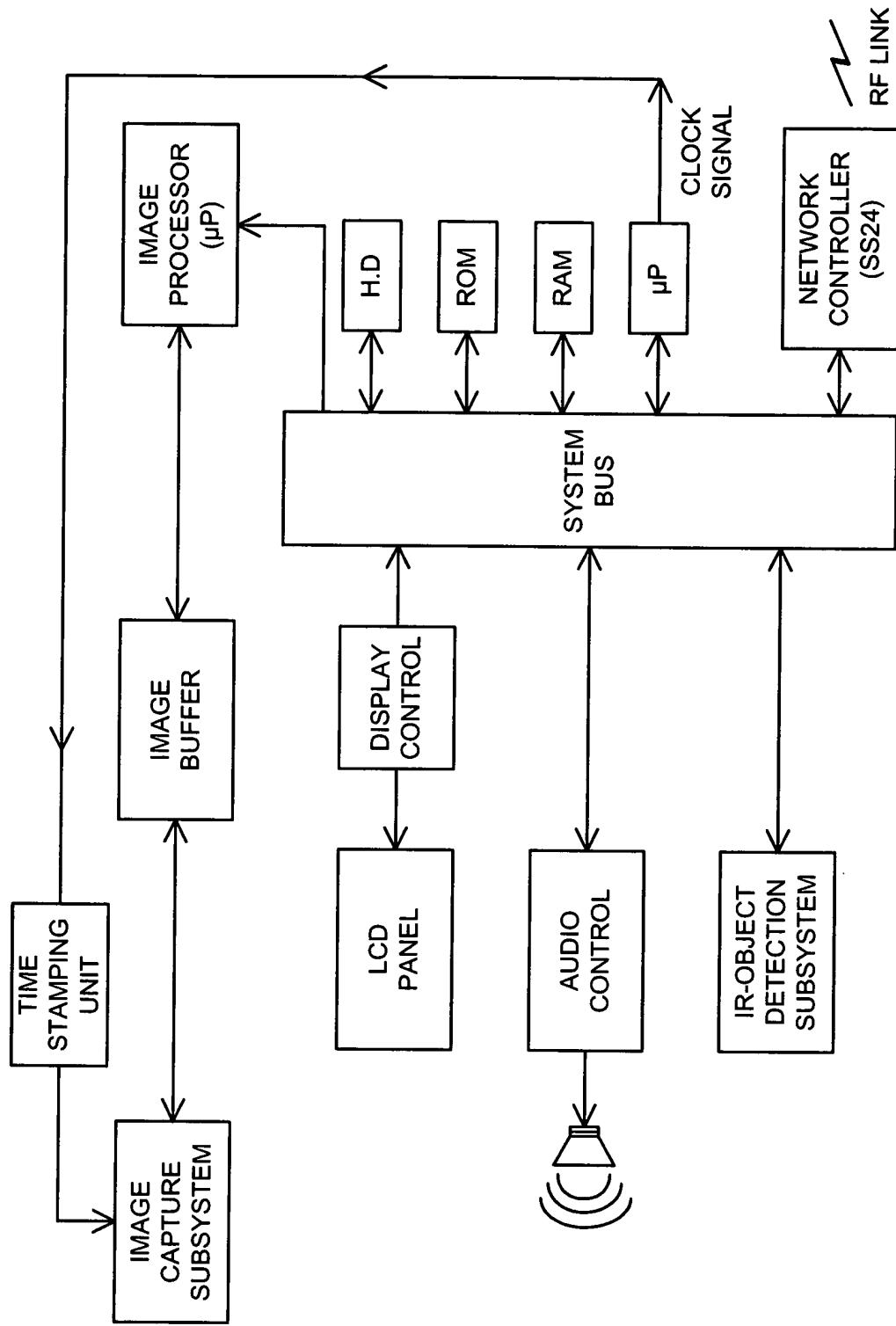


FIG. 3A19D

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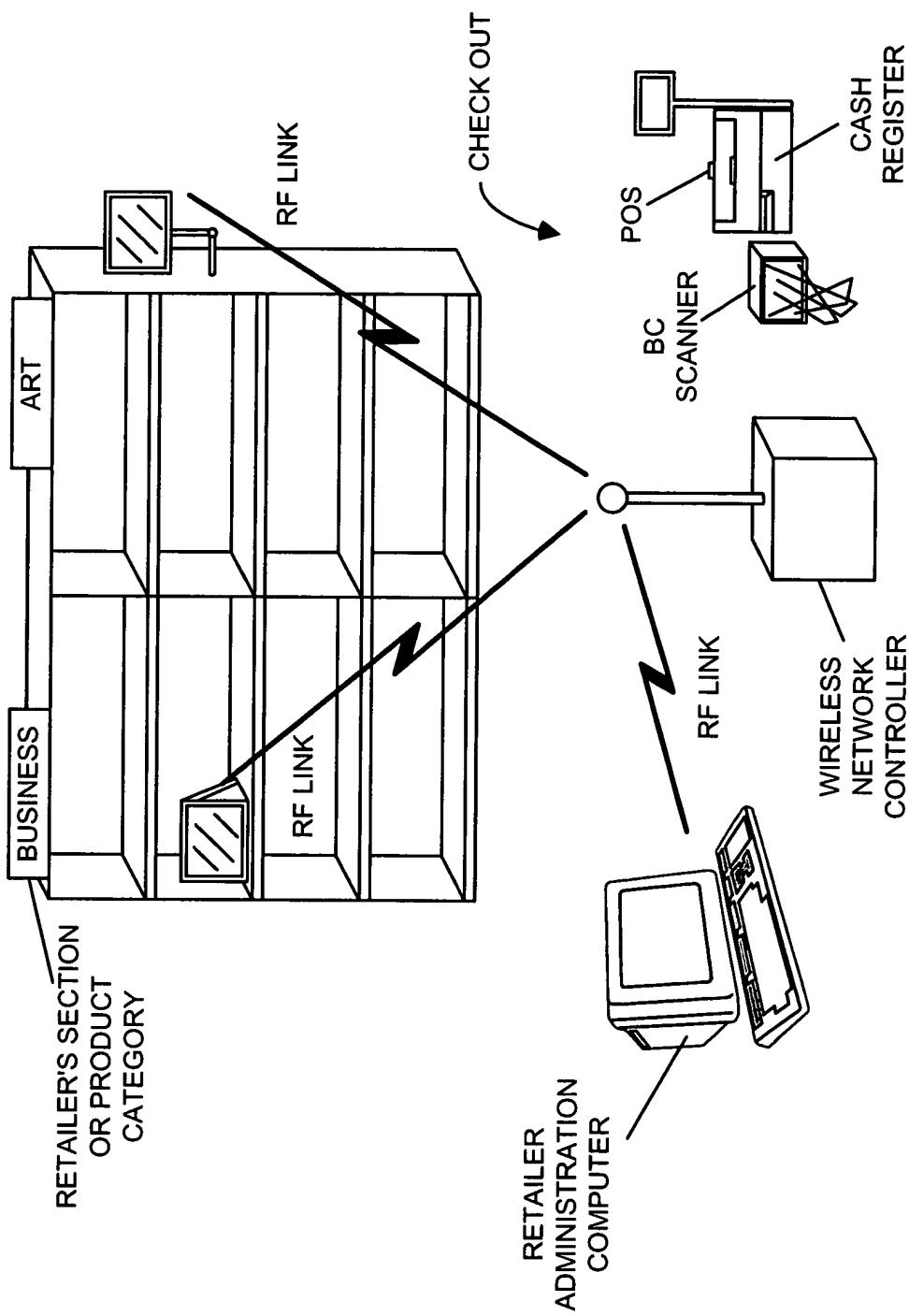


FIG. 3A20

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DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)
--	---	--	---

FIG. 3A21A

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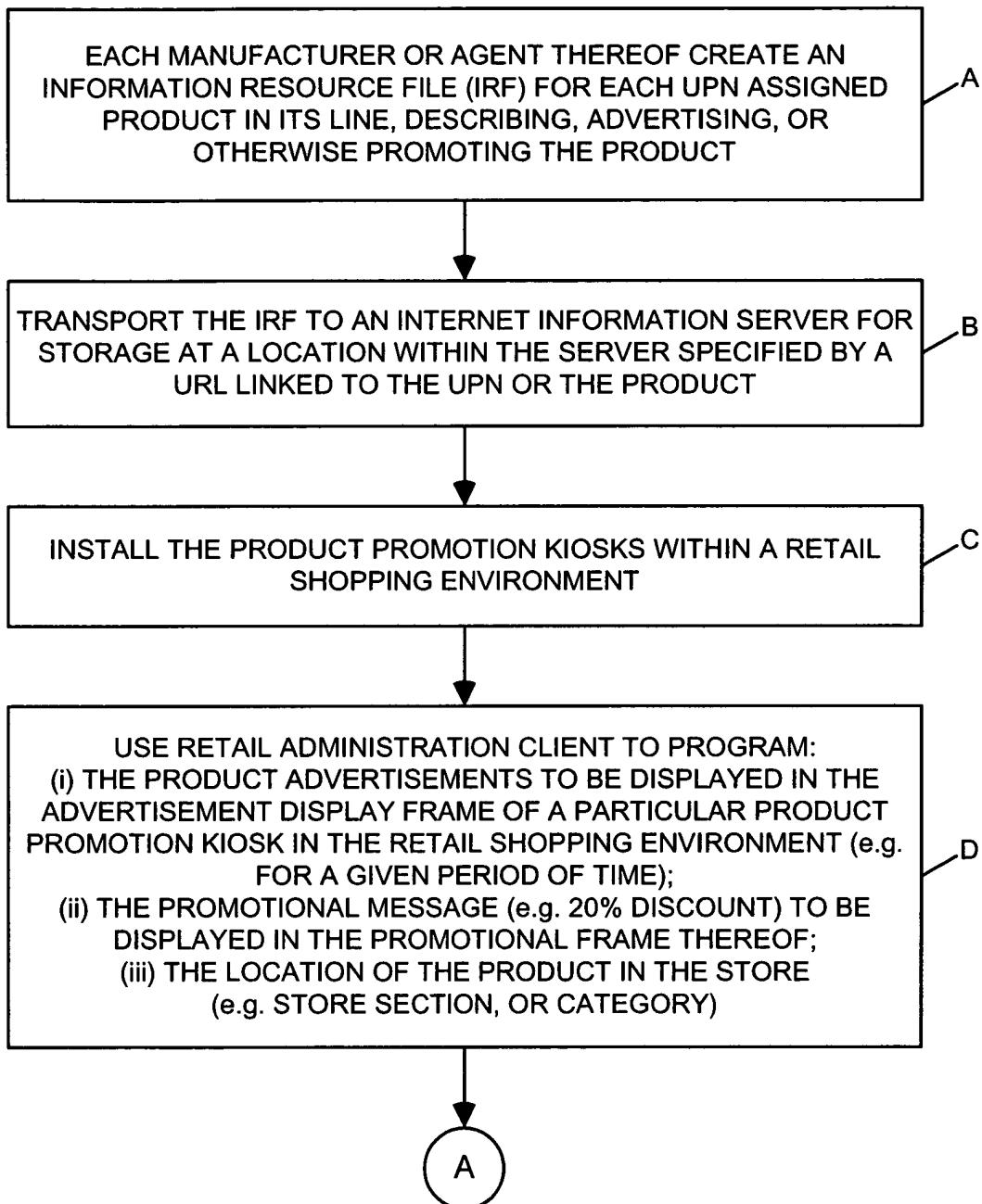


FIG. 3A22A

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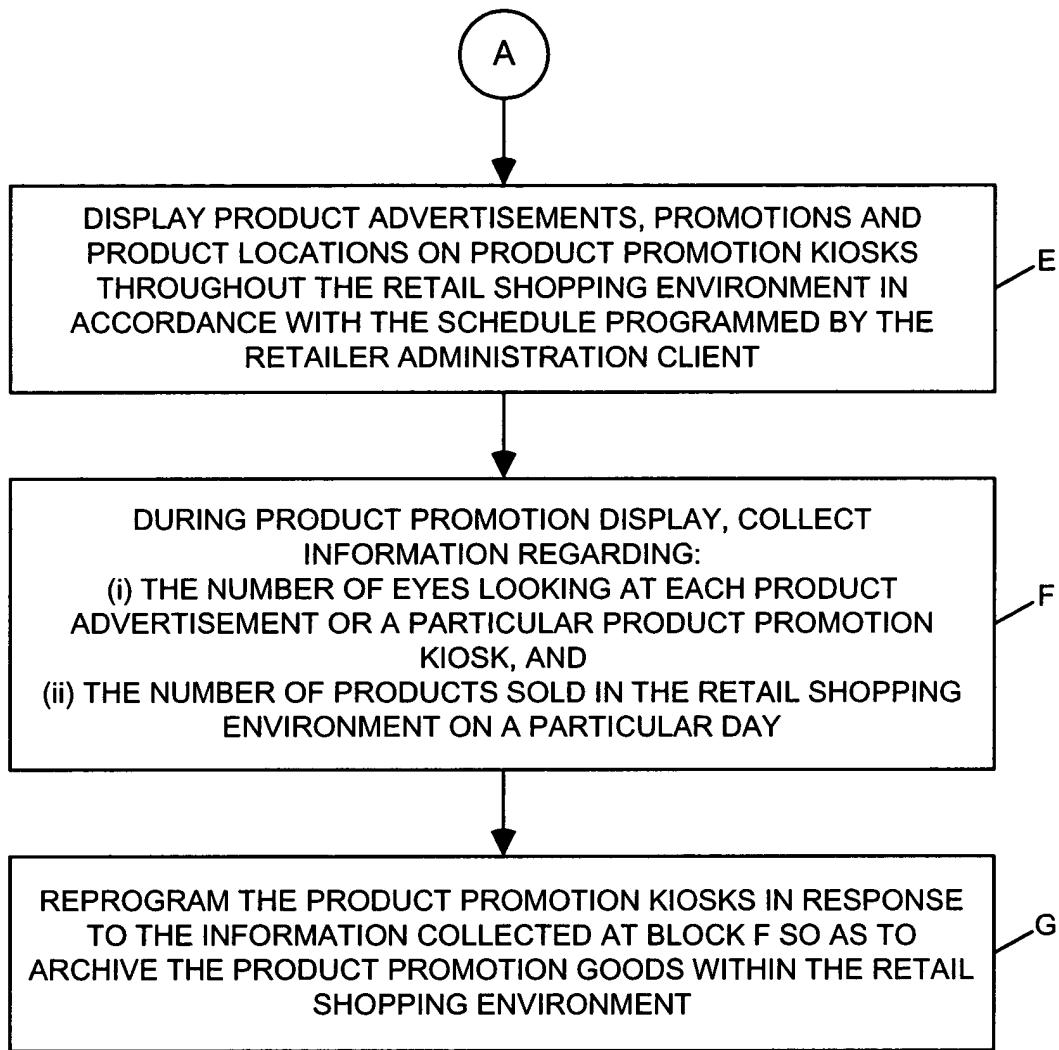


FIG. 3A22B

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PRODUCT PROMOTION PROGRAMMING TABLE

FIG. 3A23

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FIG. 3A24

REPORT

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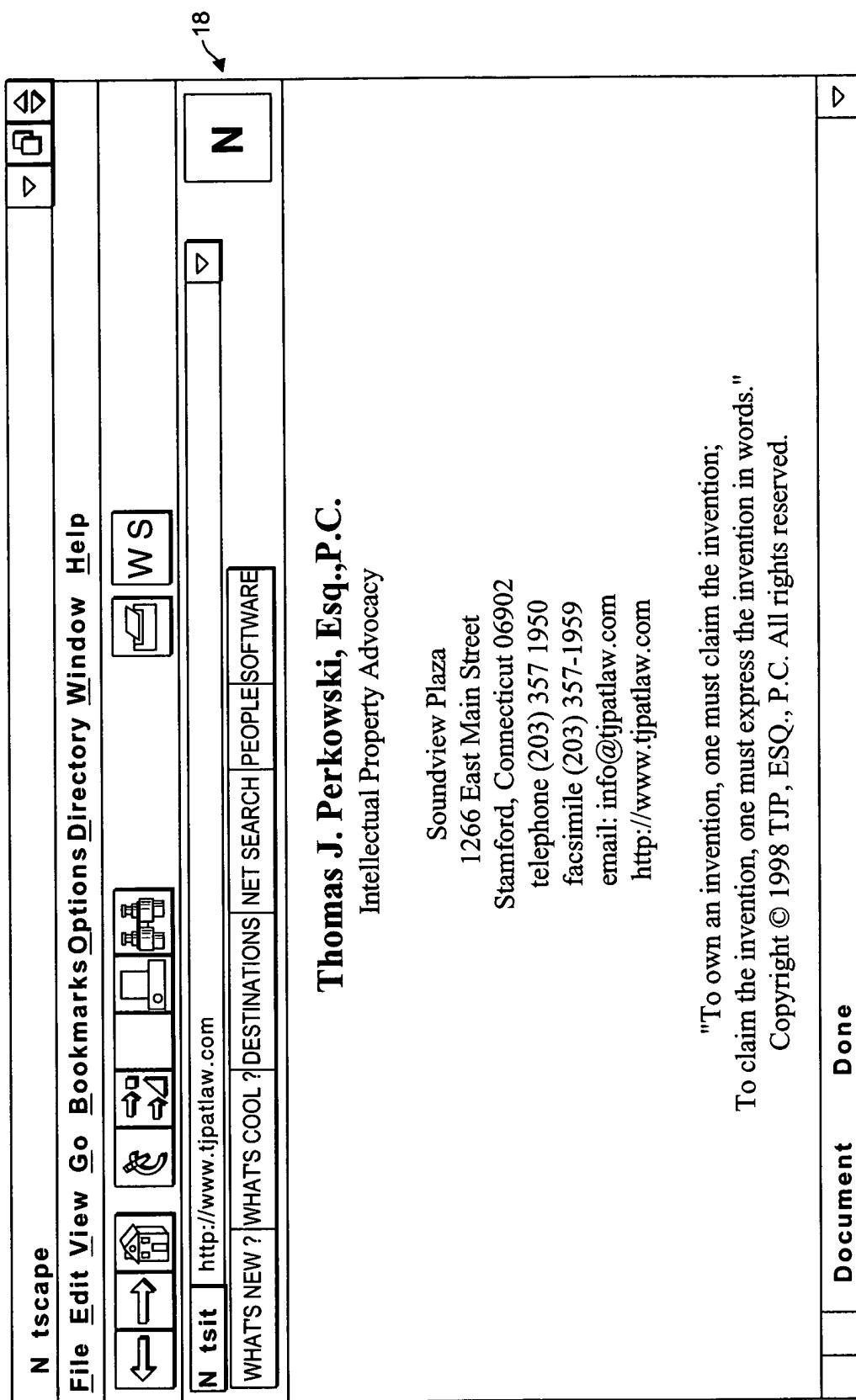


FIG. 3B

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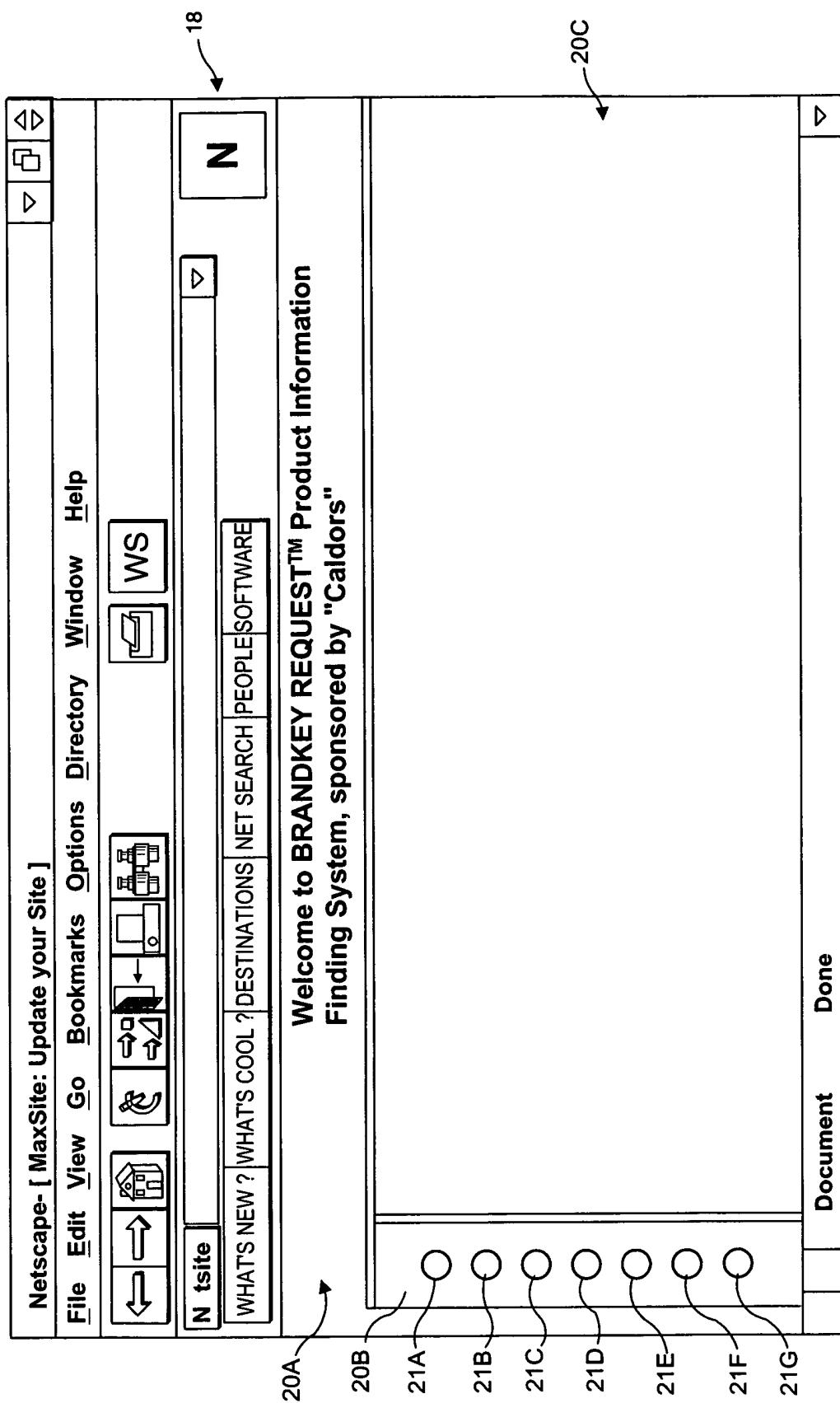


FIG. 3C

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IP / SN	REGISTRANTS NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.com/pc	CREST			
3/12547/68404/0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC	ZANTAC 75		
0/00005/17643/4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
0/27242/51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY			
•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLET LIBRARY

FIG. 4A1

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FIG. 4A2

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IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
				...	
				...	
				...	

FIG. 4B

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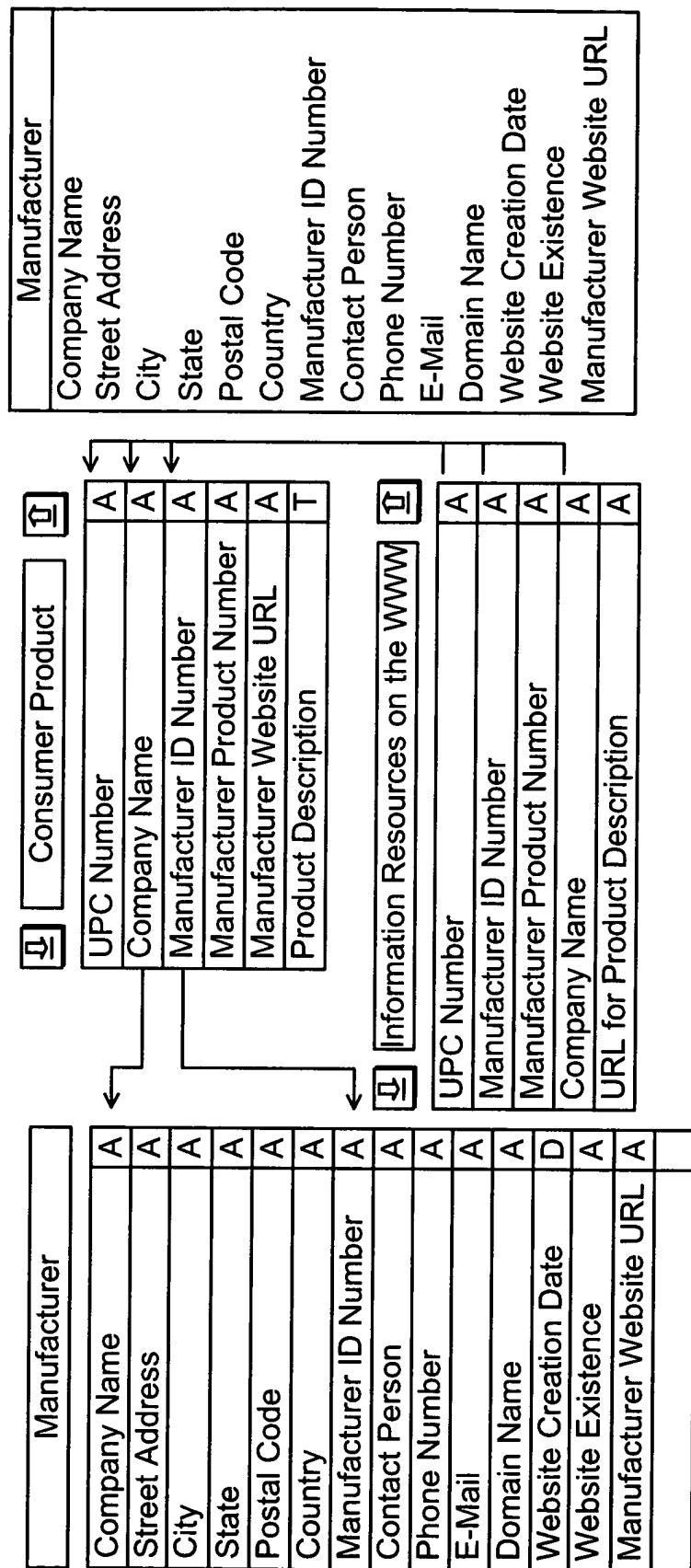


FIG. 4C1

FIG. 4C

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Info. Resources on WWW	
UPC Number	Manufacturer ID Number
Company Name	Manufacturer Product Number
URL For Product Description	URL For Product Manual
URL For Warranty Service	URL For WWW Advertisement
URL For WWW Advertisement	URL For WWW Advertisement
URL For Product Wholesaler	URL For Product Wholesaler
URL For Product Wholesaler	URL For Product Wholesaler
URL For Product Retailer No.1	URL For Product Retailer No.2
URL For Product Retailer No.2	URL For Product Retailer No.3
URL For Direct Product Purchase	URL For Complementary Product
URL For Complementary Product	URL For Complementary Product
URL For Company Annual Report	URL For Company Stock Purchase

FIG. 4C2

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C3

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
:
Manufacturer No. N

FIG. 4D

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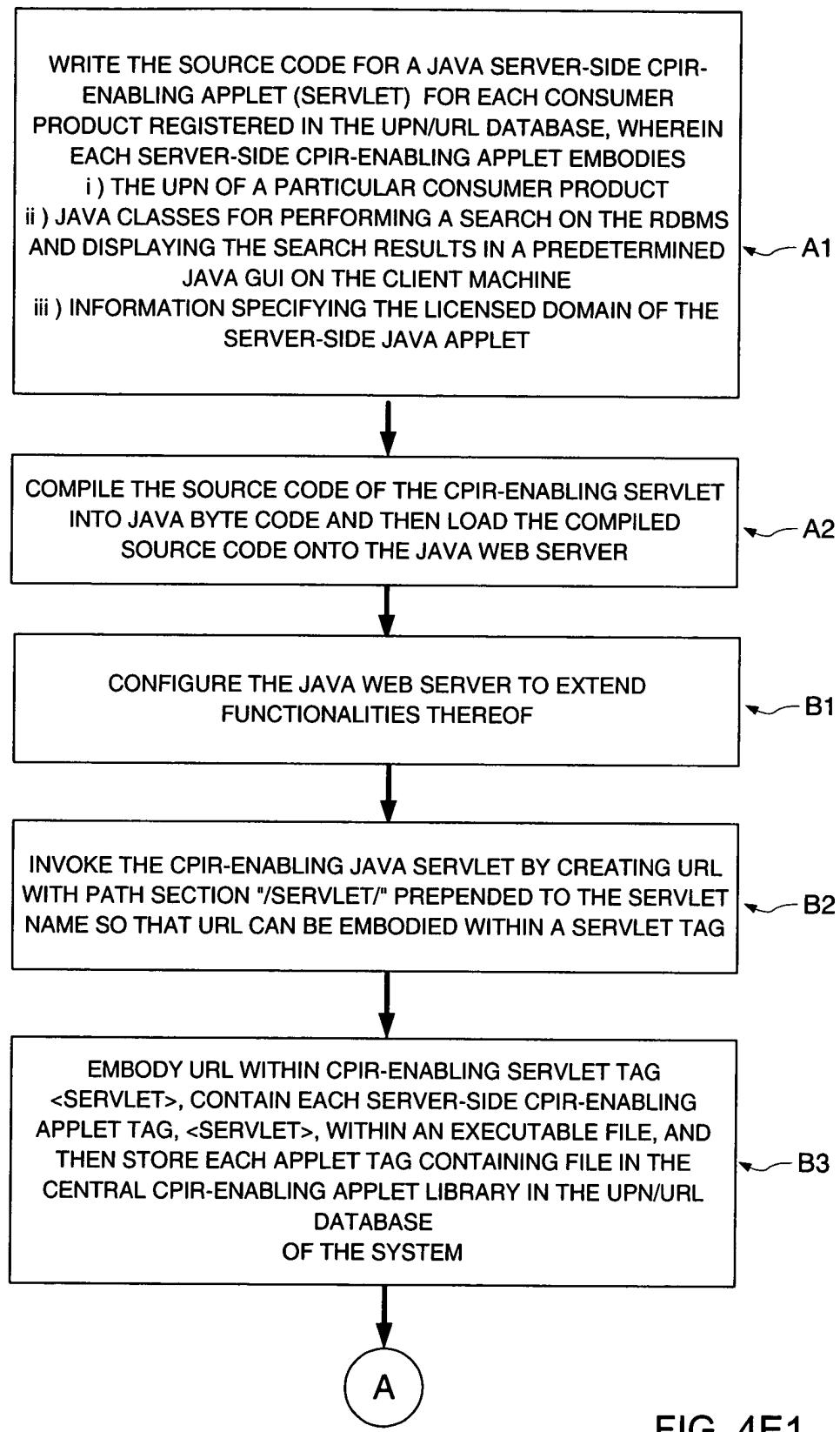


FIG. 4E1

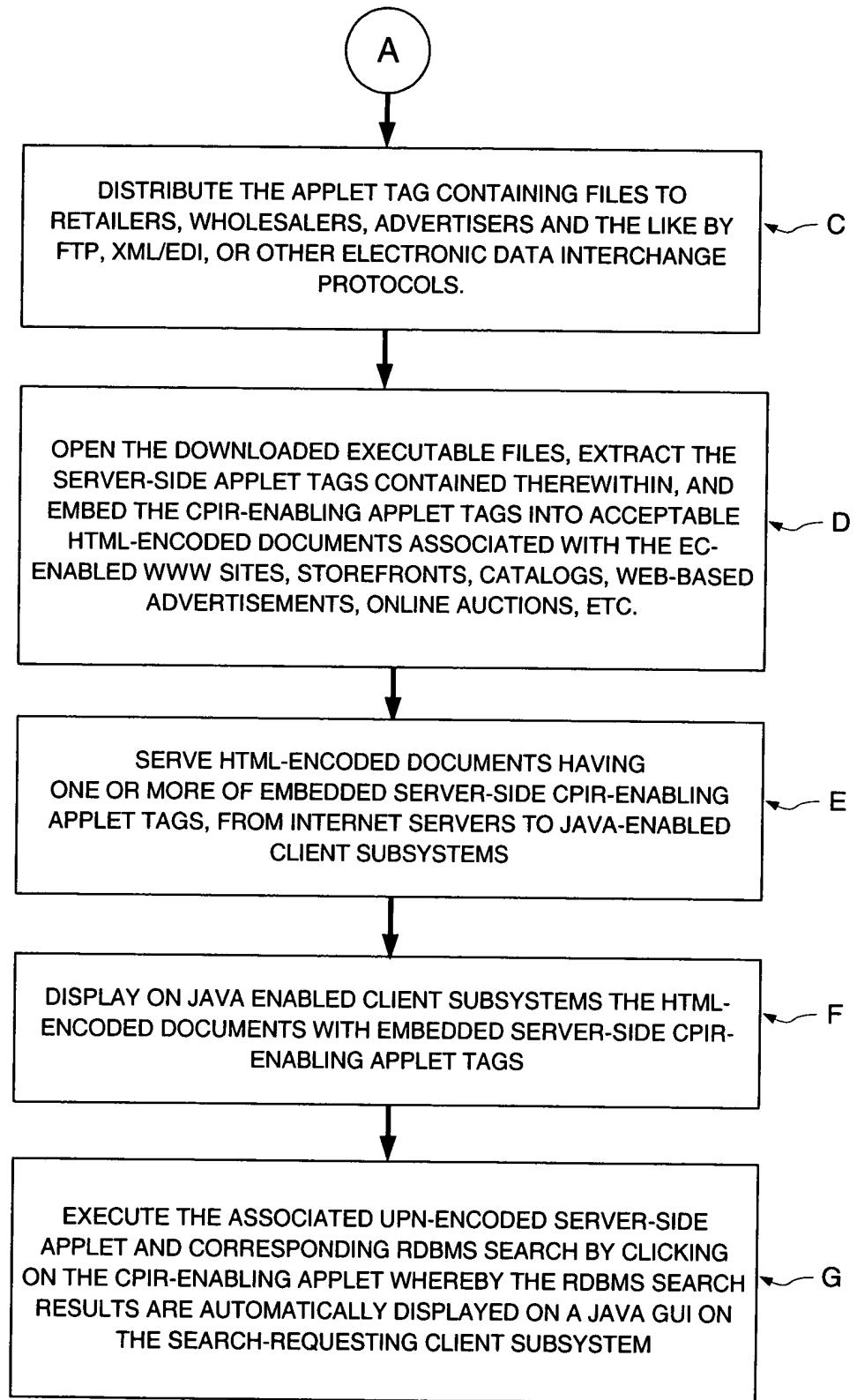


FIG. 4E2

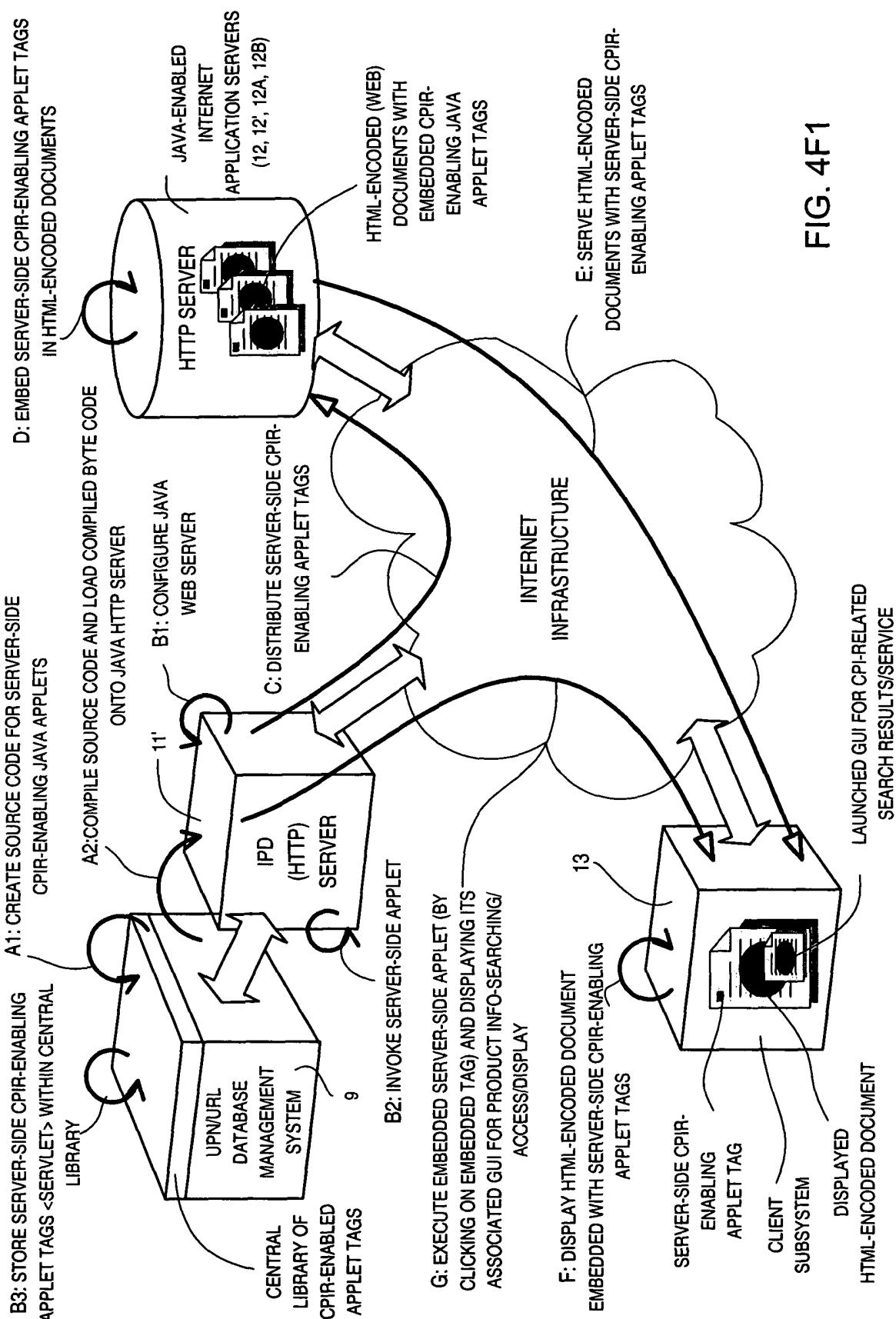


FIG. 4F1

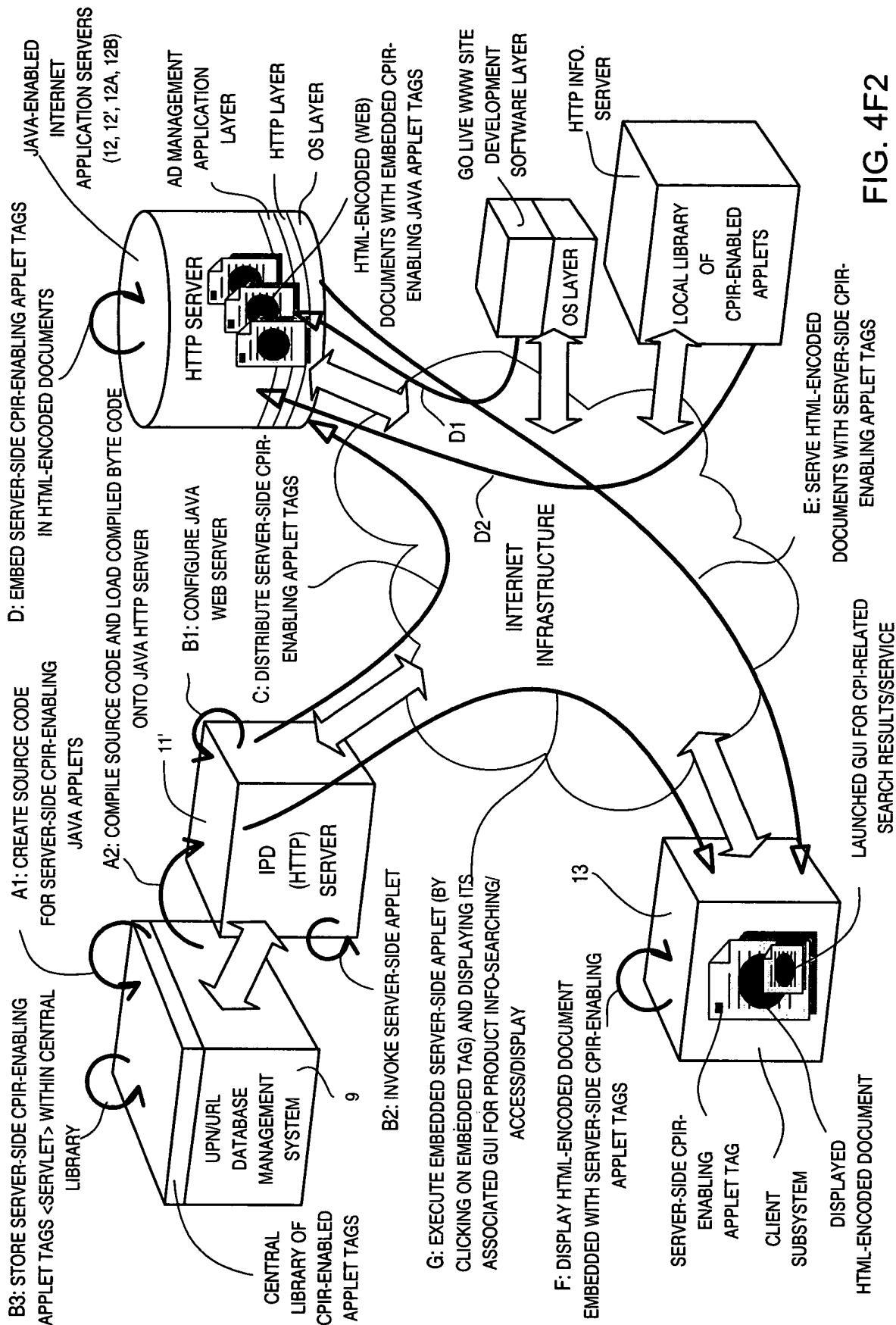


FIG. 4F2

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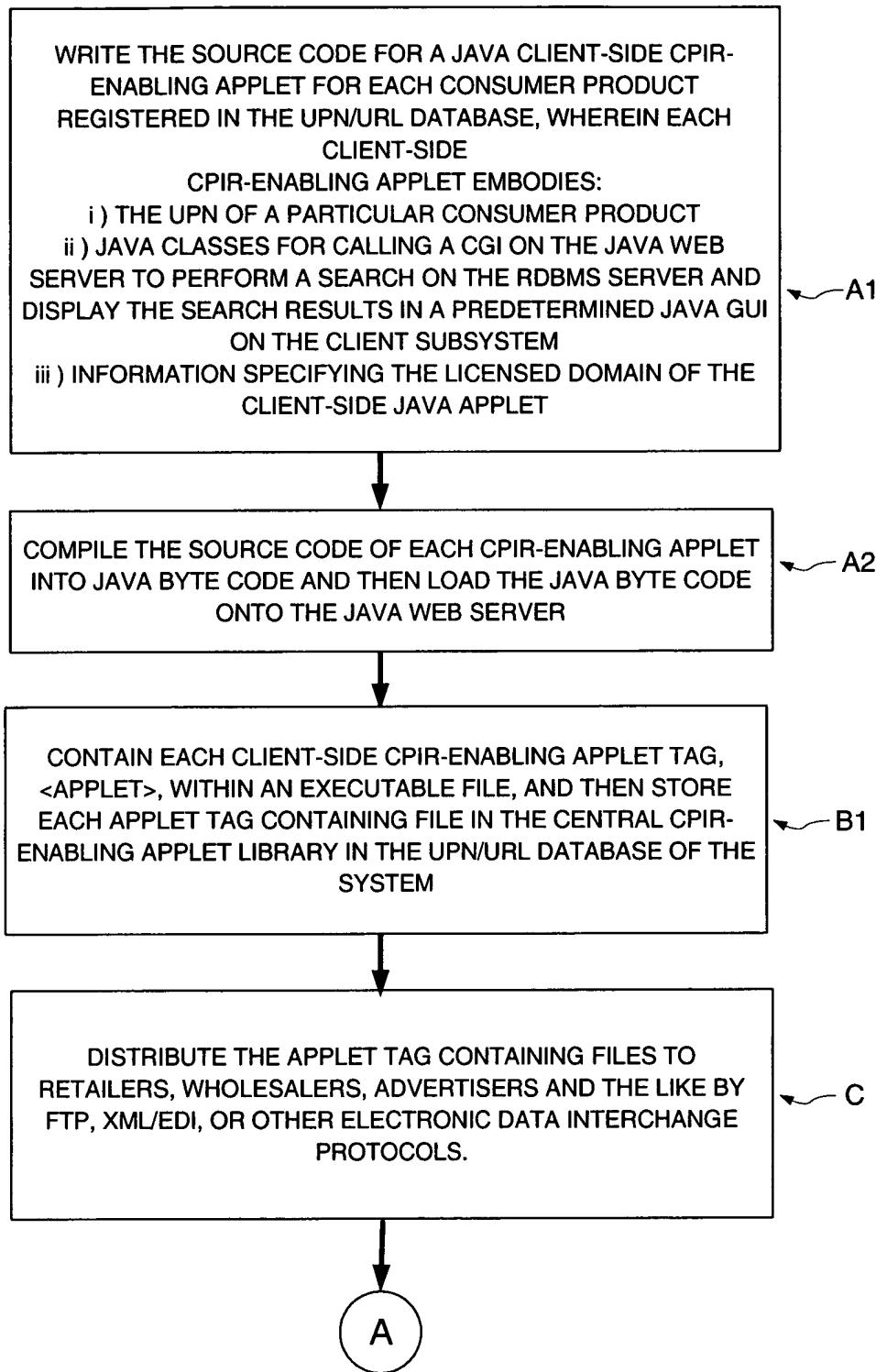


FIG. 4G1

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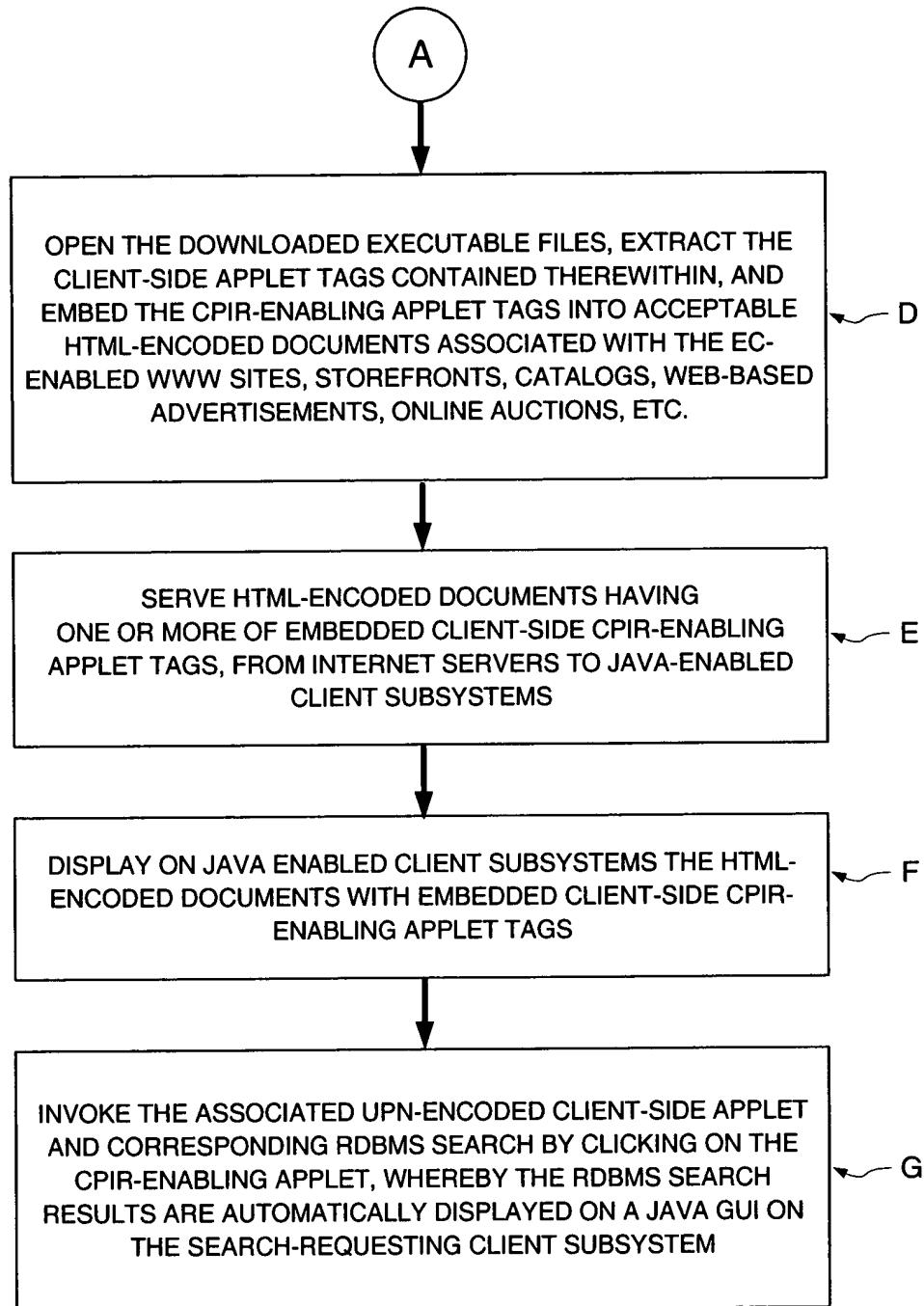


FIG. 4G2

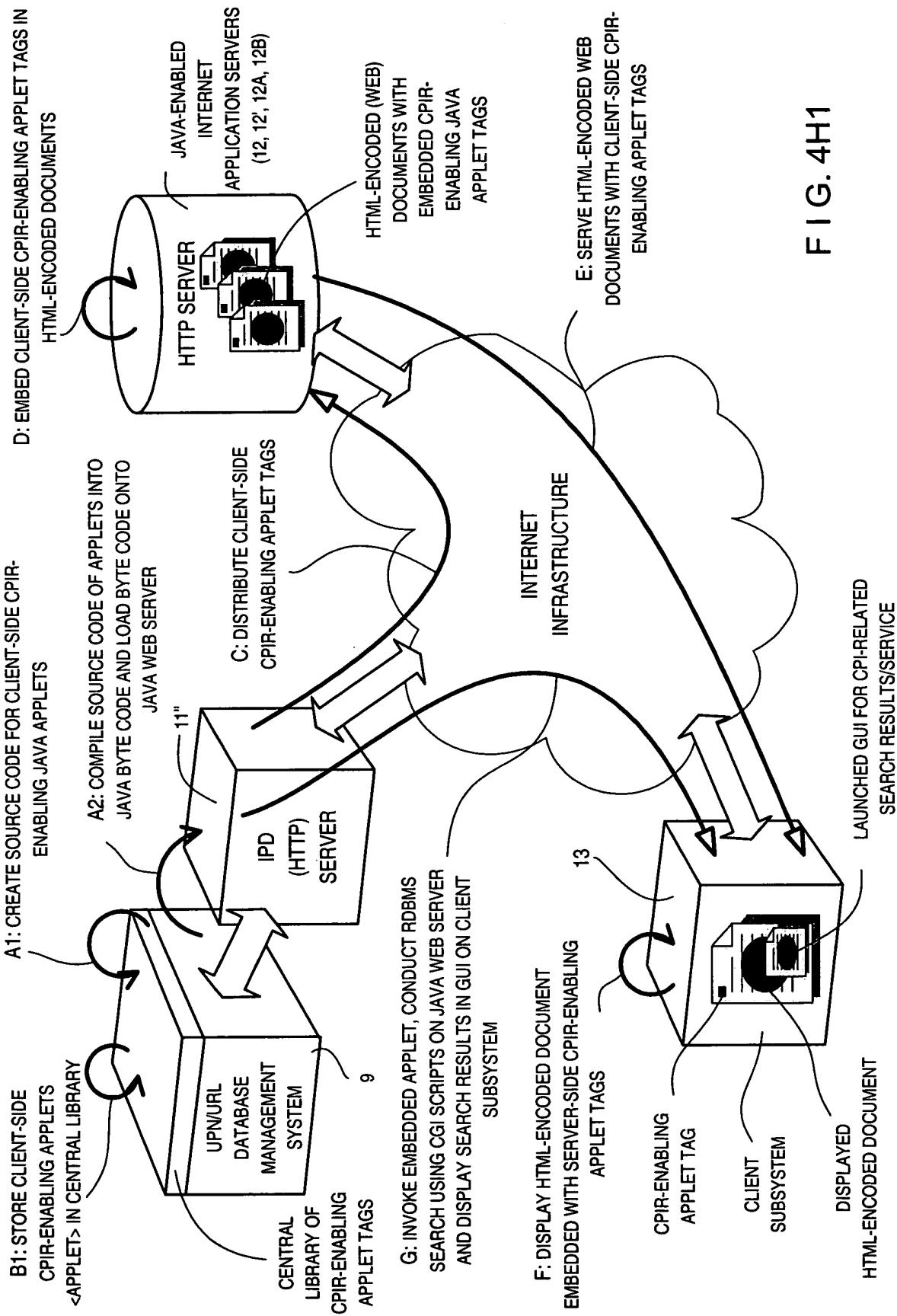


FIG. 4H1

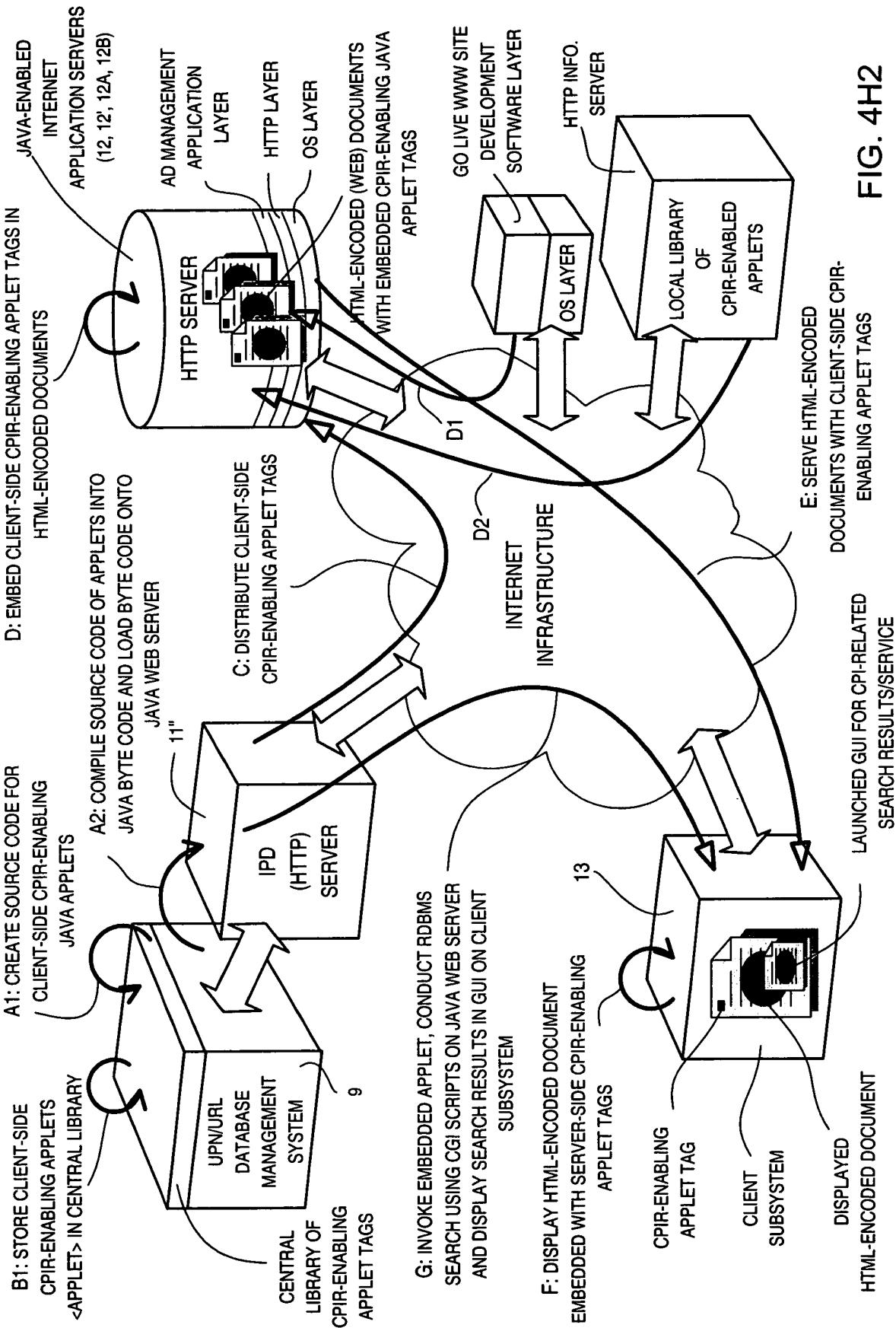


FIG. 4H2

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
- ii) JAVA CLASSES FOR CREATING A SOCKET CONNECTION BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

C

A

FIG. 4I1

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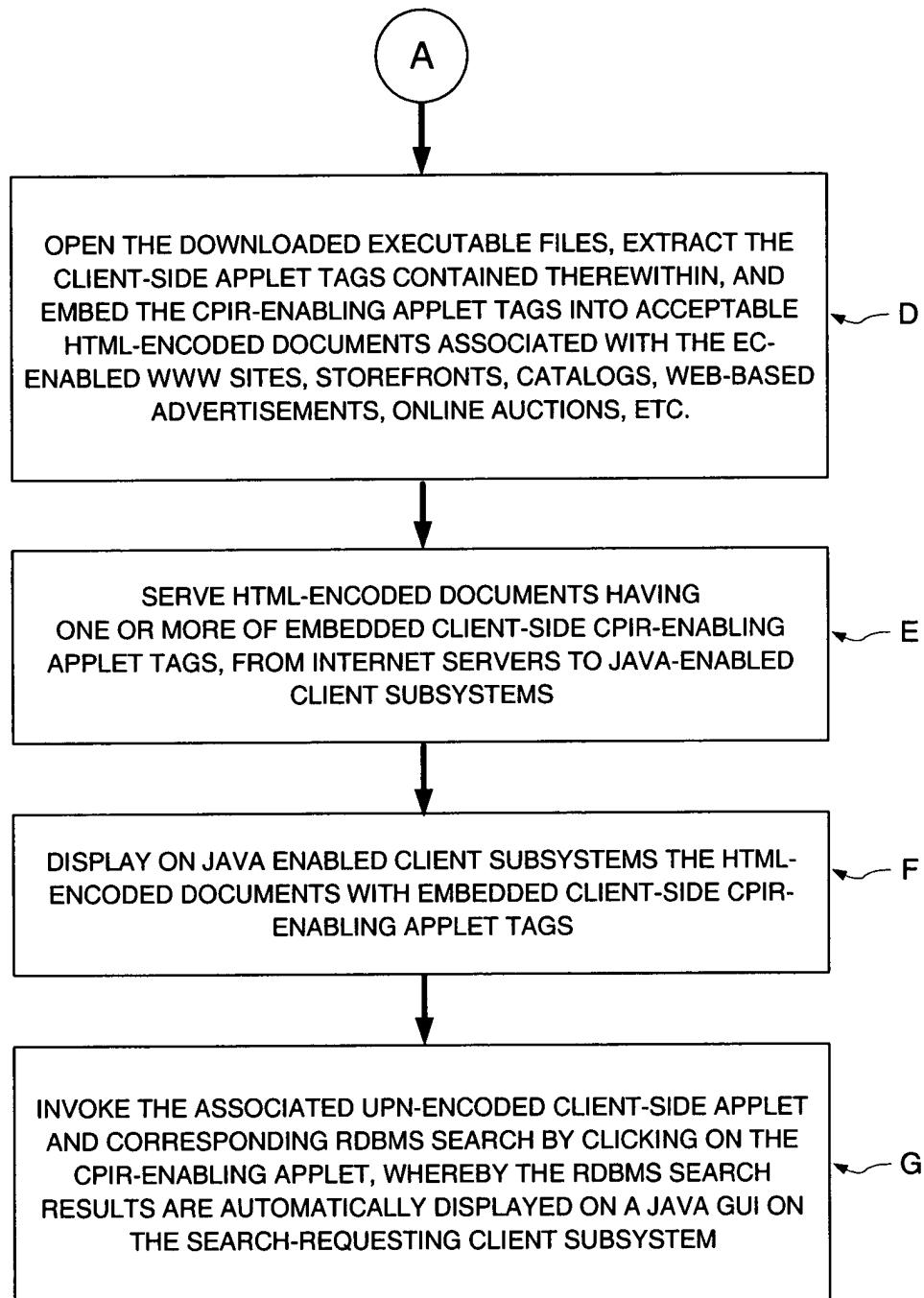


FIG. 4I2

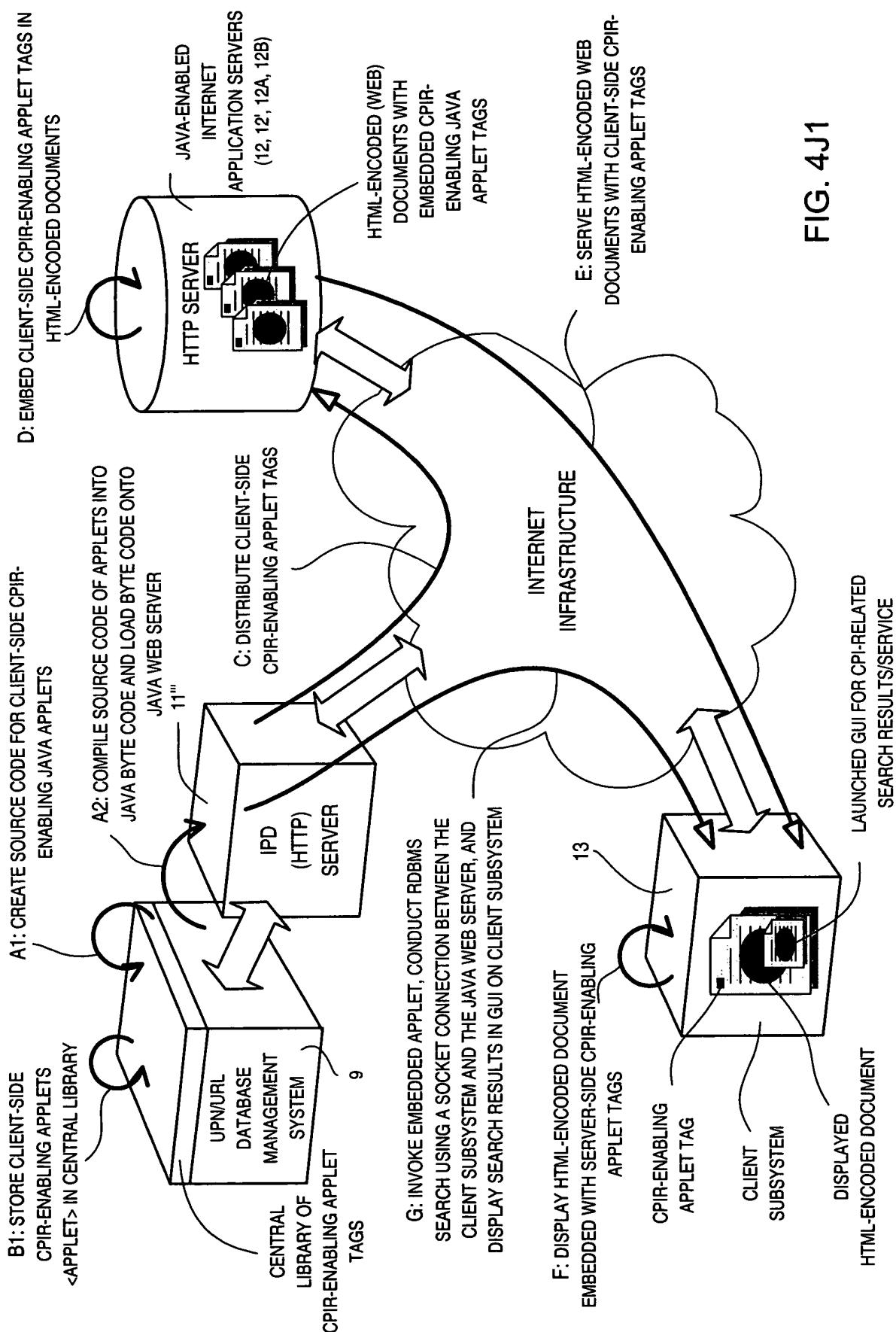


FIG. 4J1

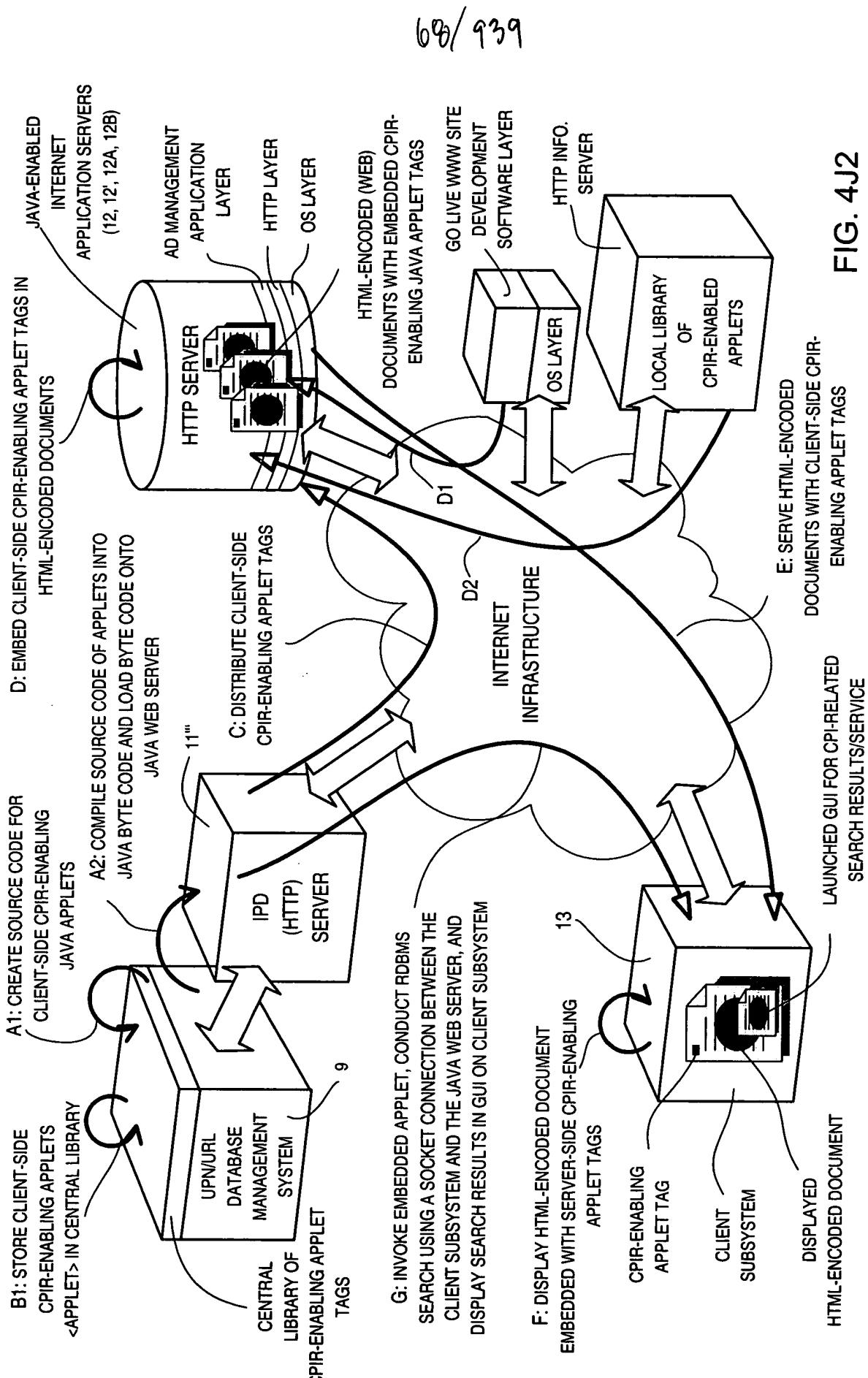


FIG. 4J2

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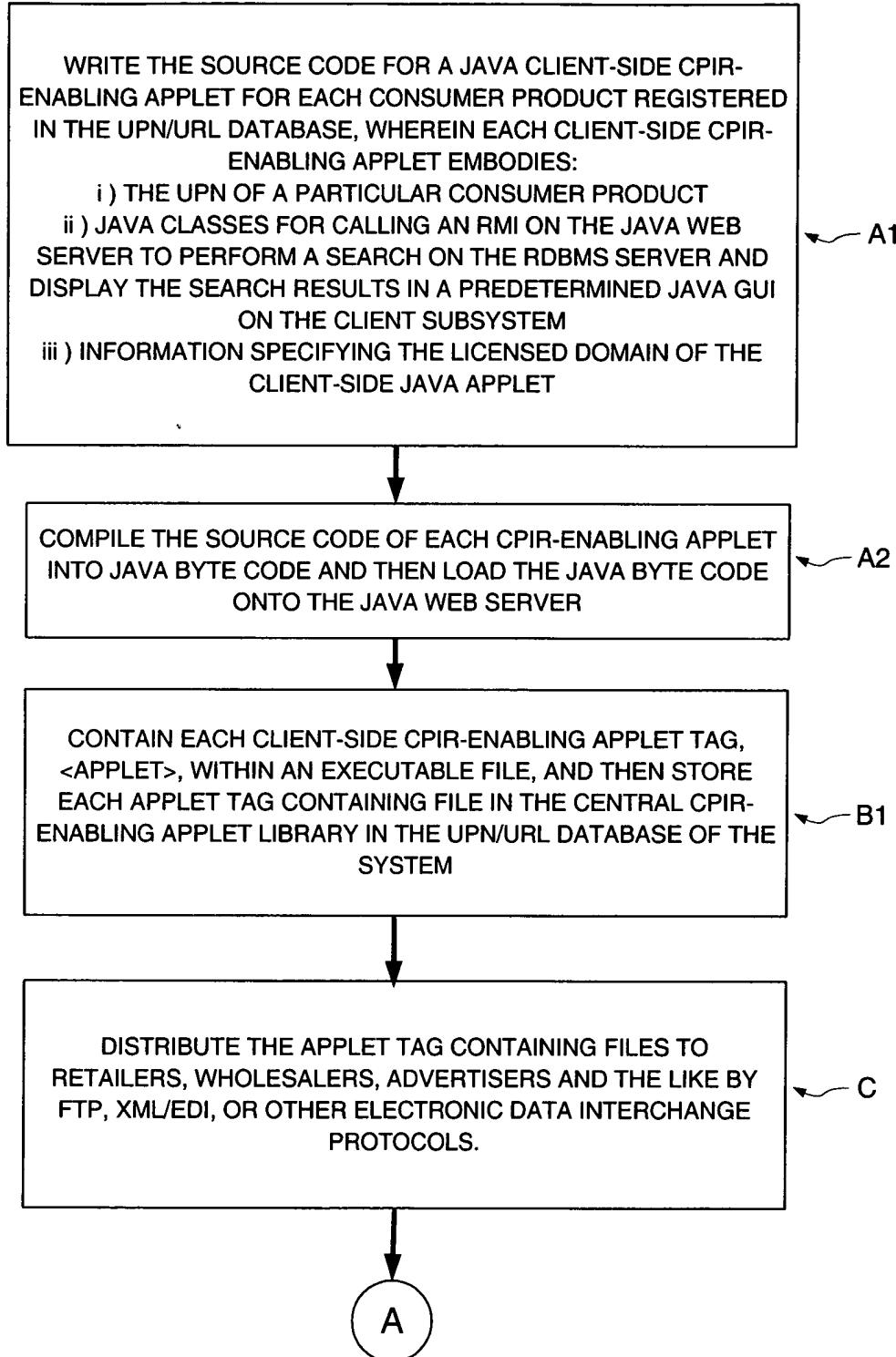


FIG. 4K1

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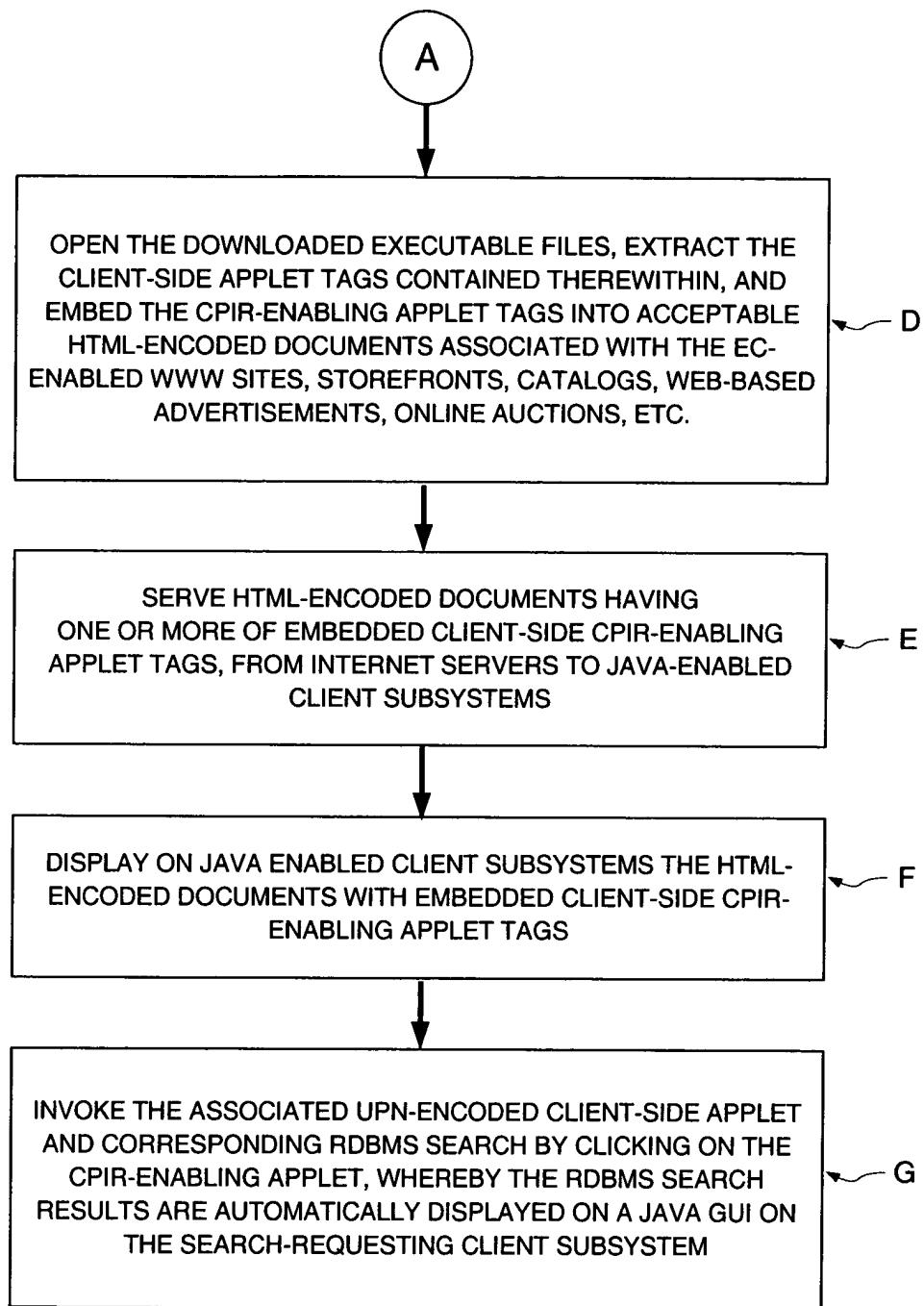


FIG. 4K2

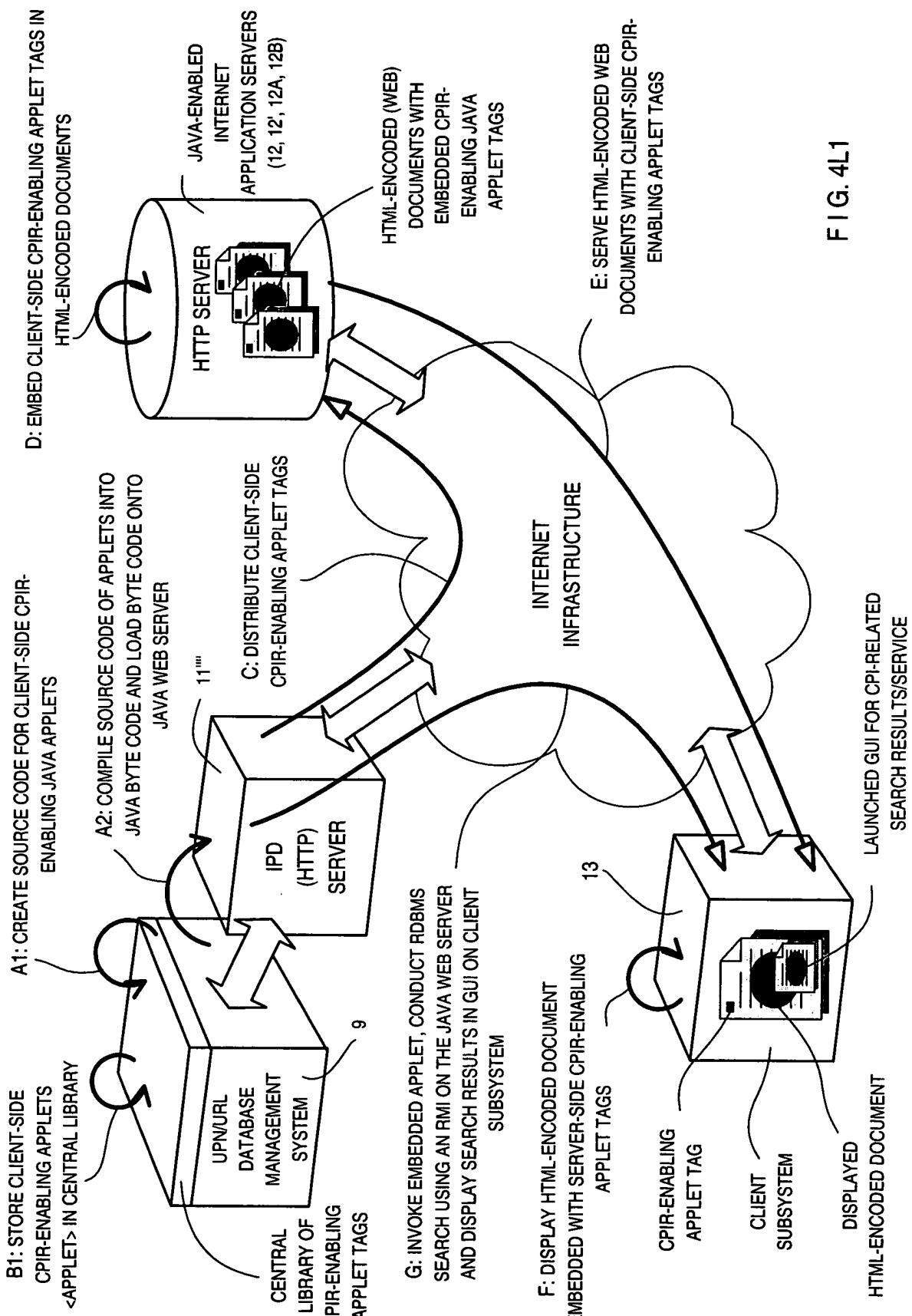


FIG. 4L1

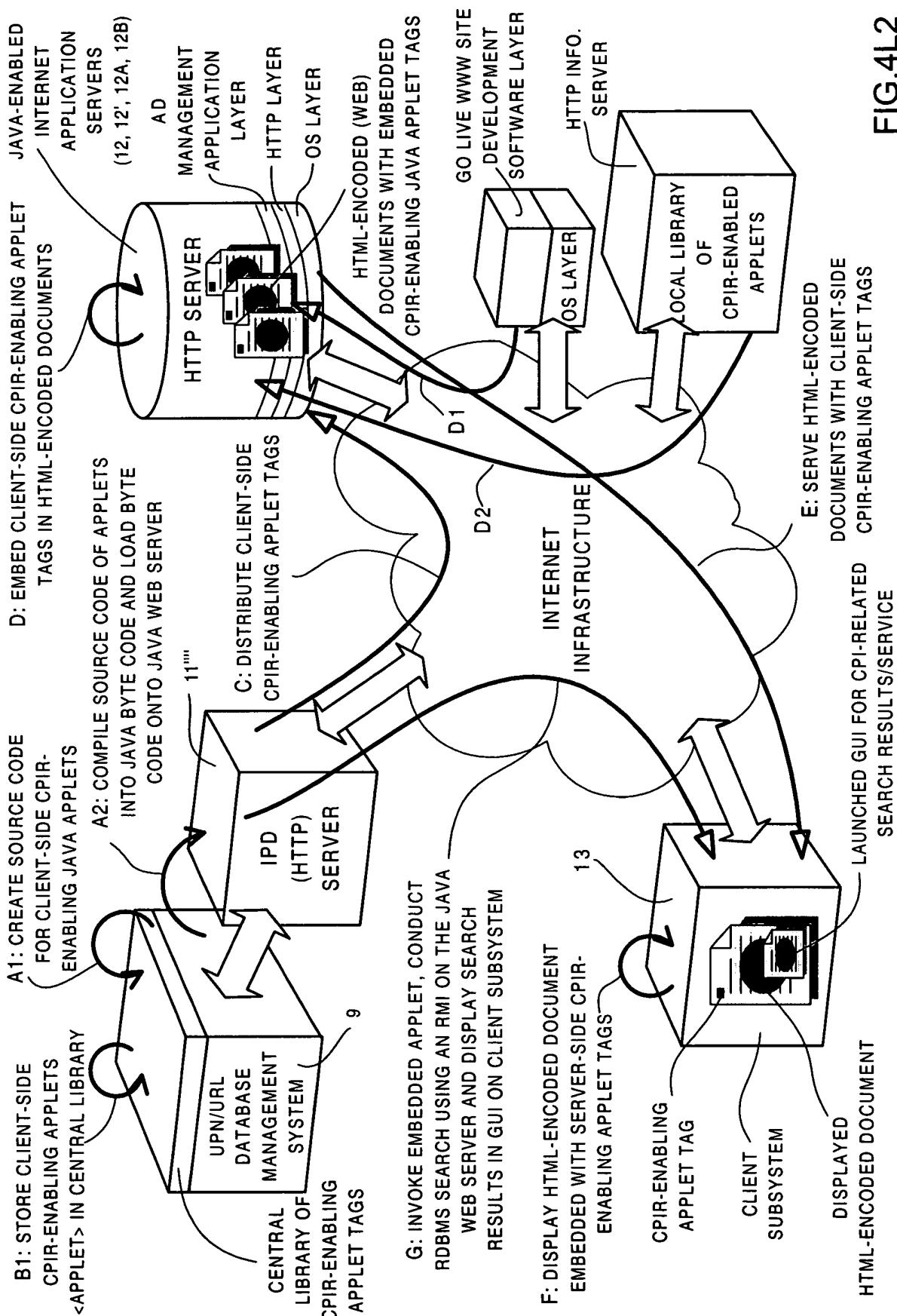


FIG.4L2

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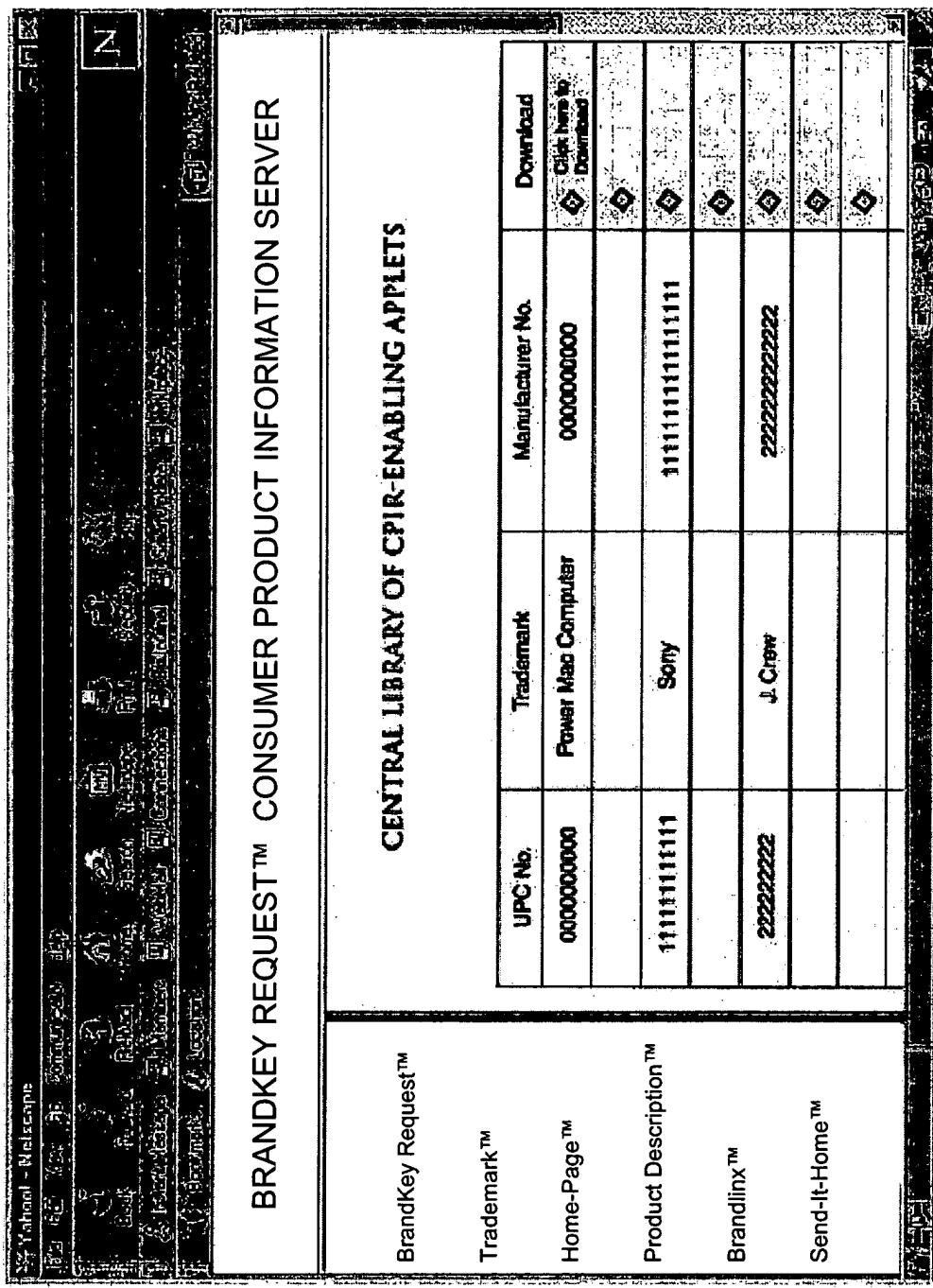


FIG. 4M1

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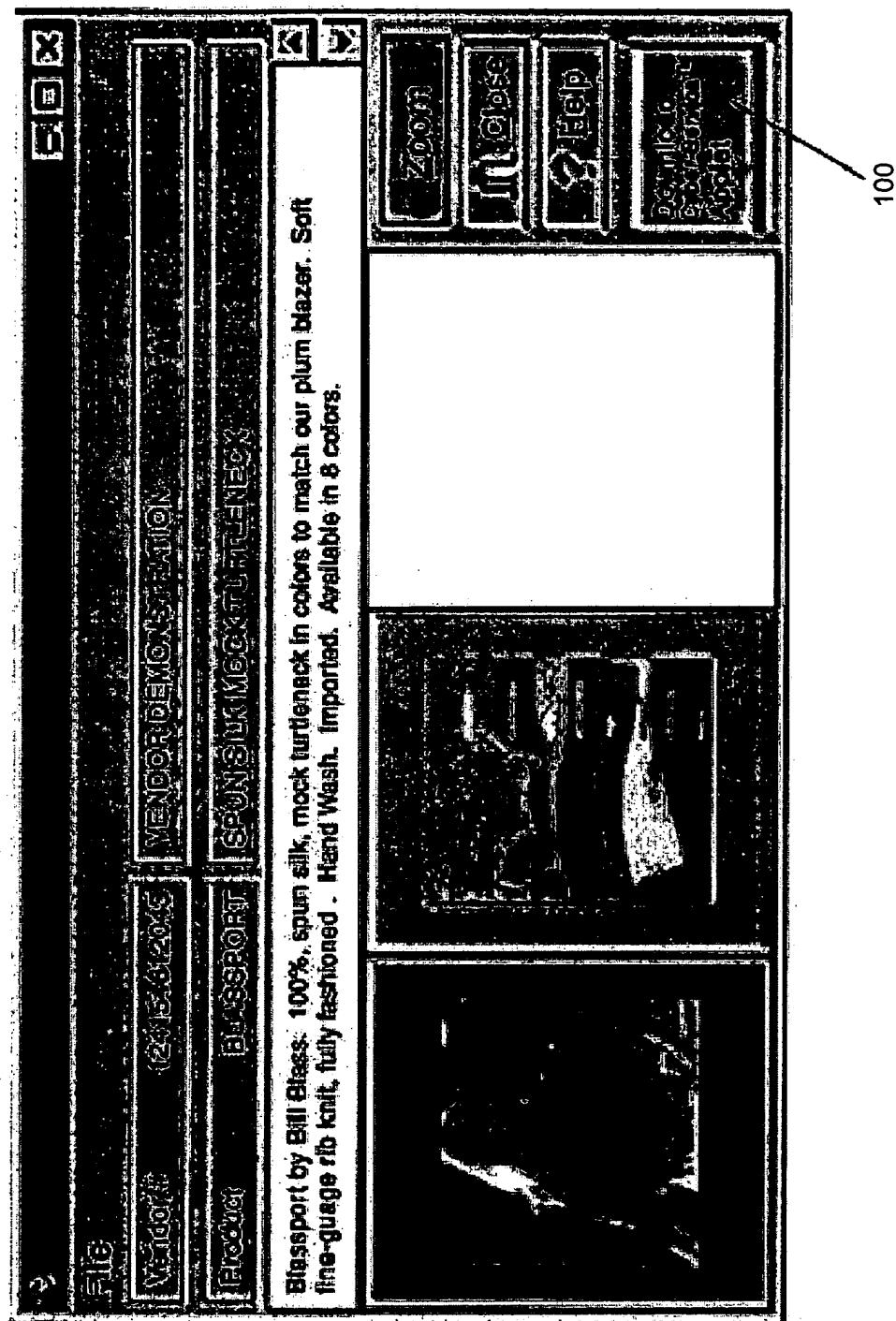


FIG. 4M2

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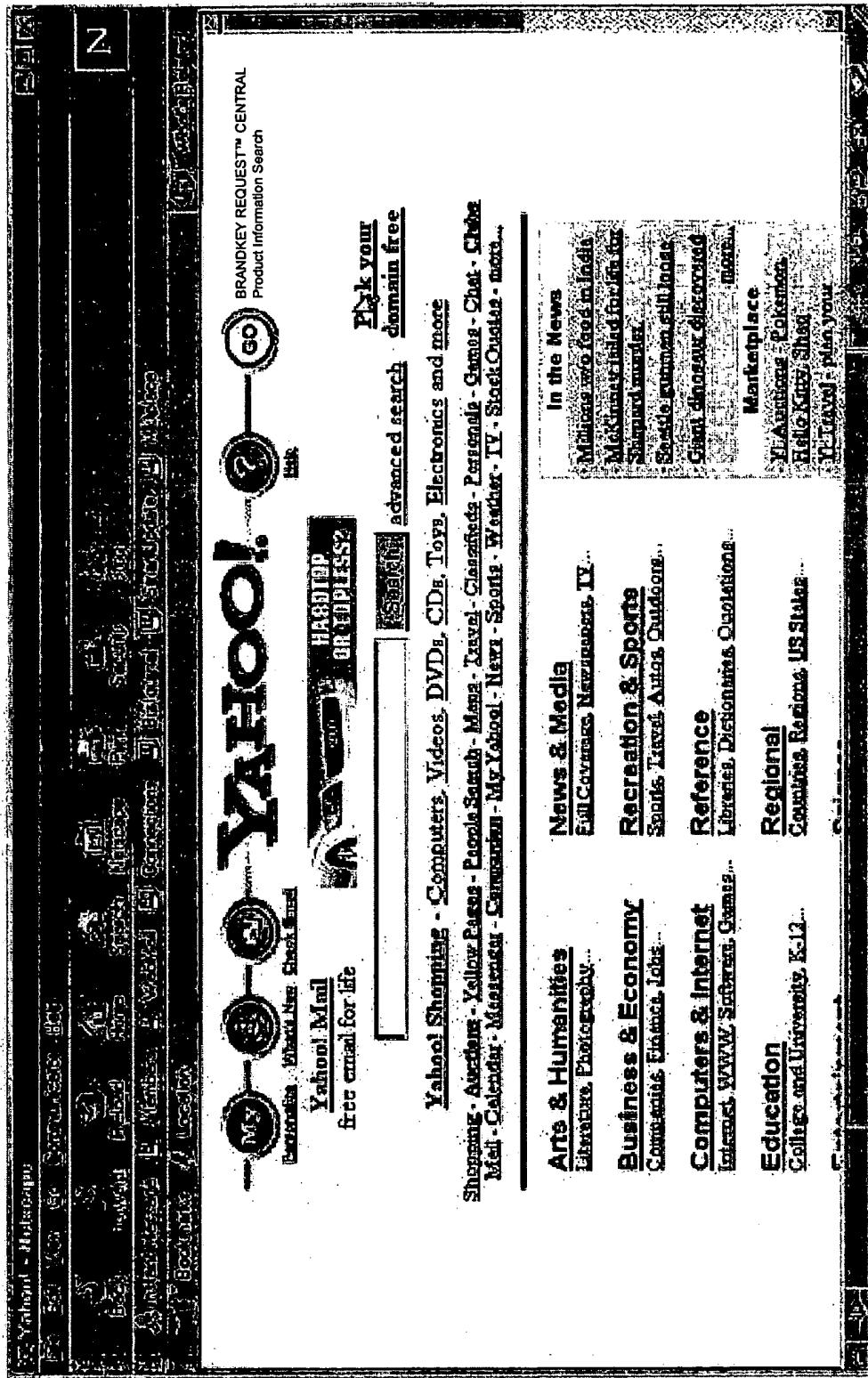


FIG. 4N1

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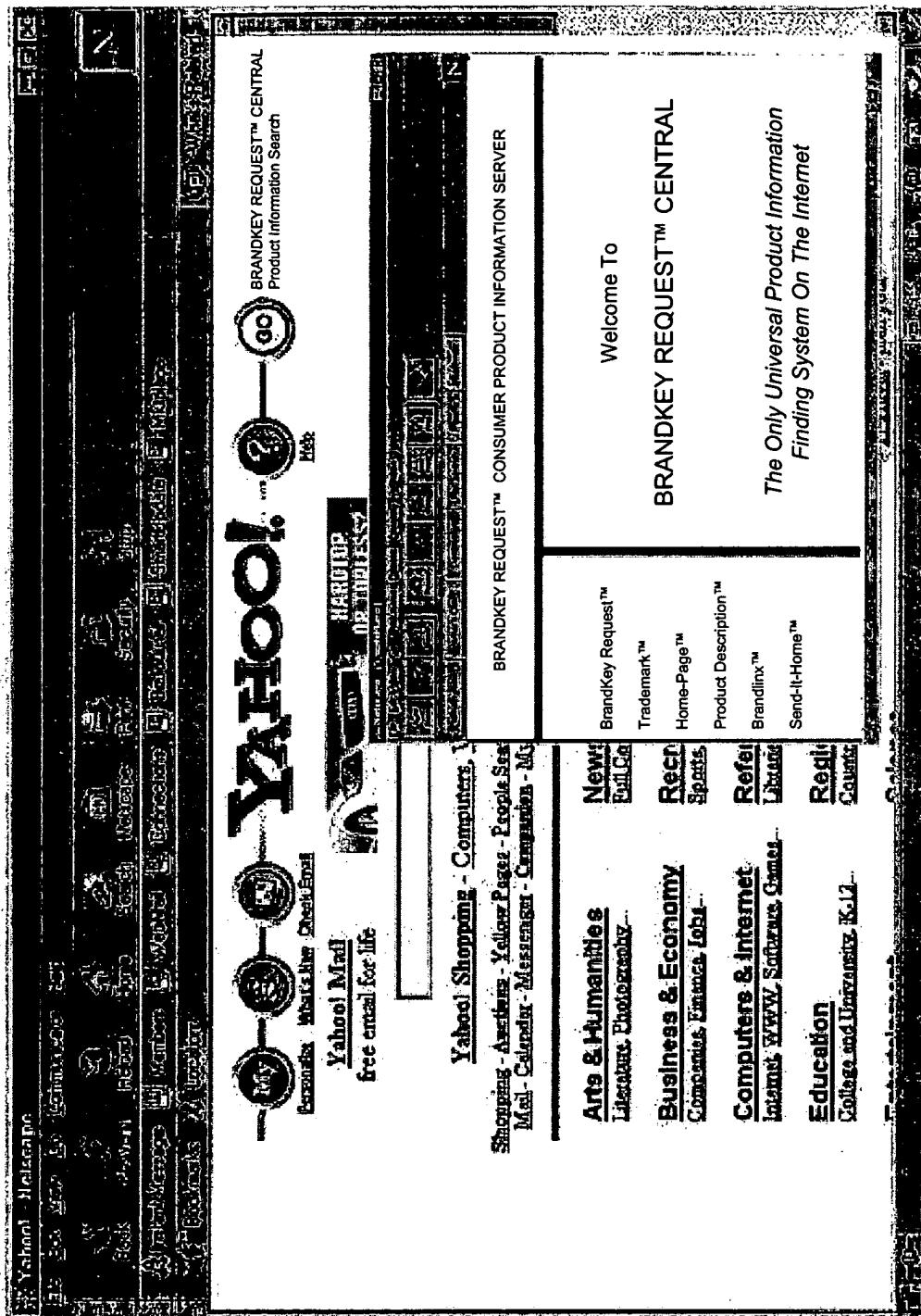


FIG. 4N2

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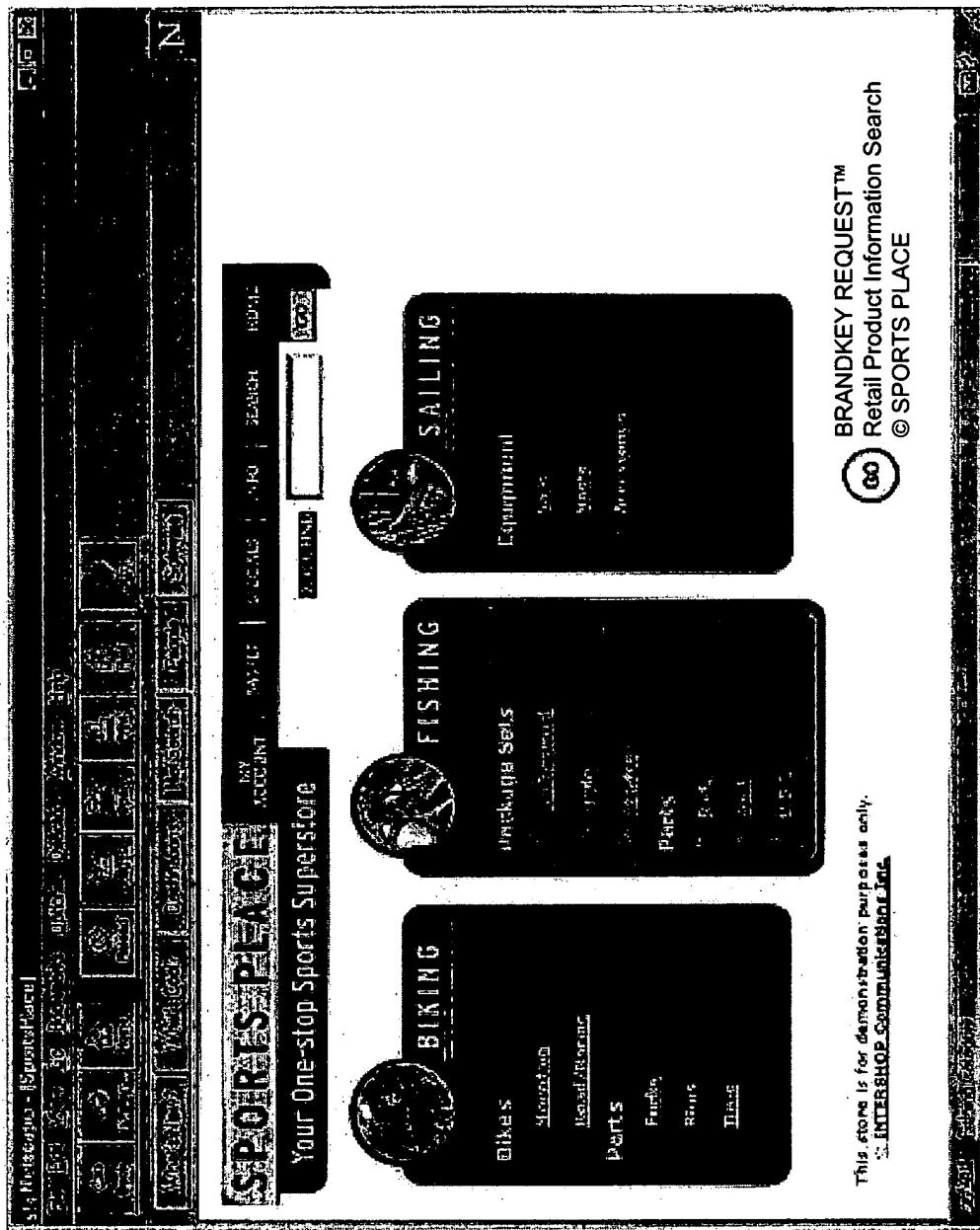


FIG. 401

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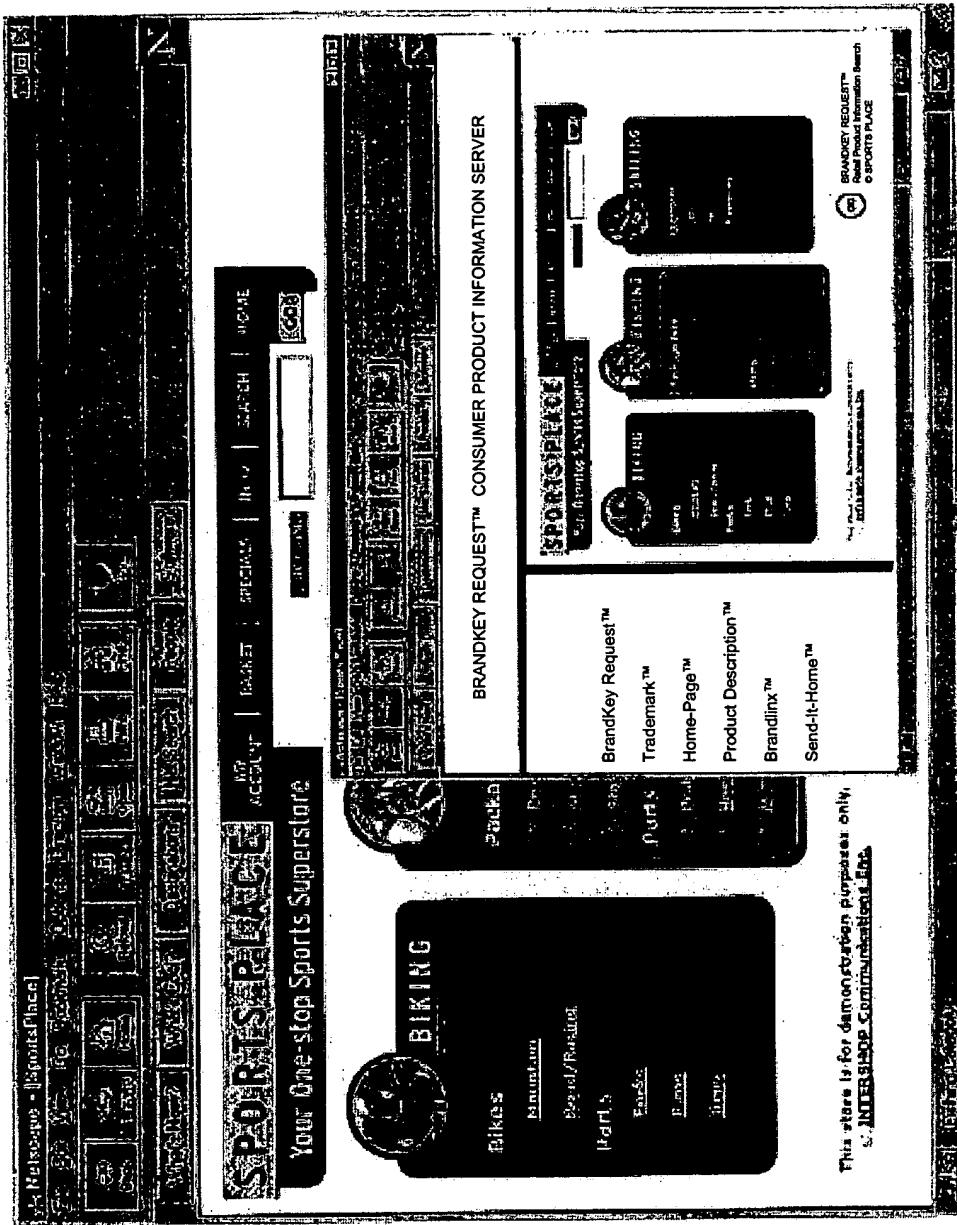


FIG. 402

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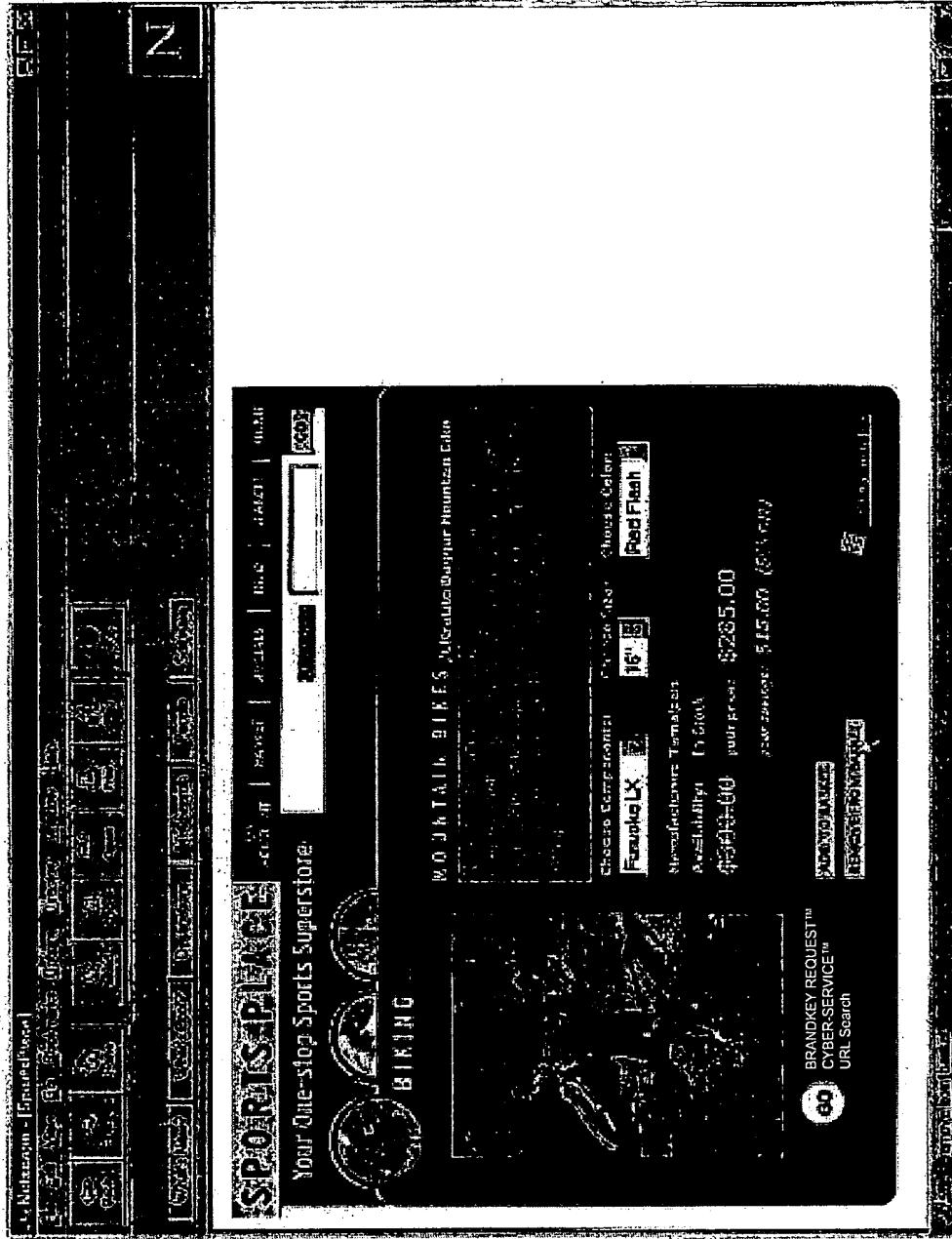


FIG. 4P1

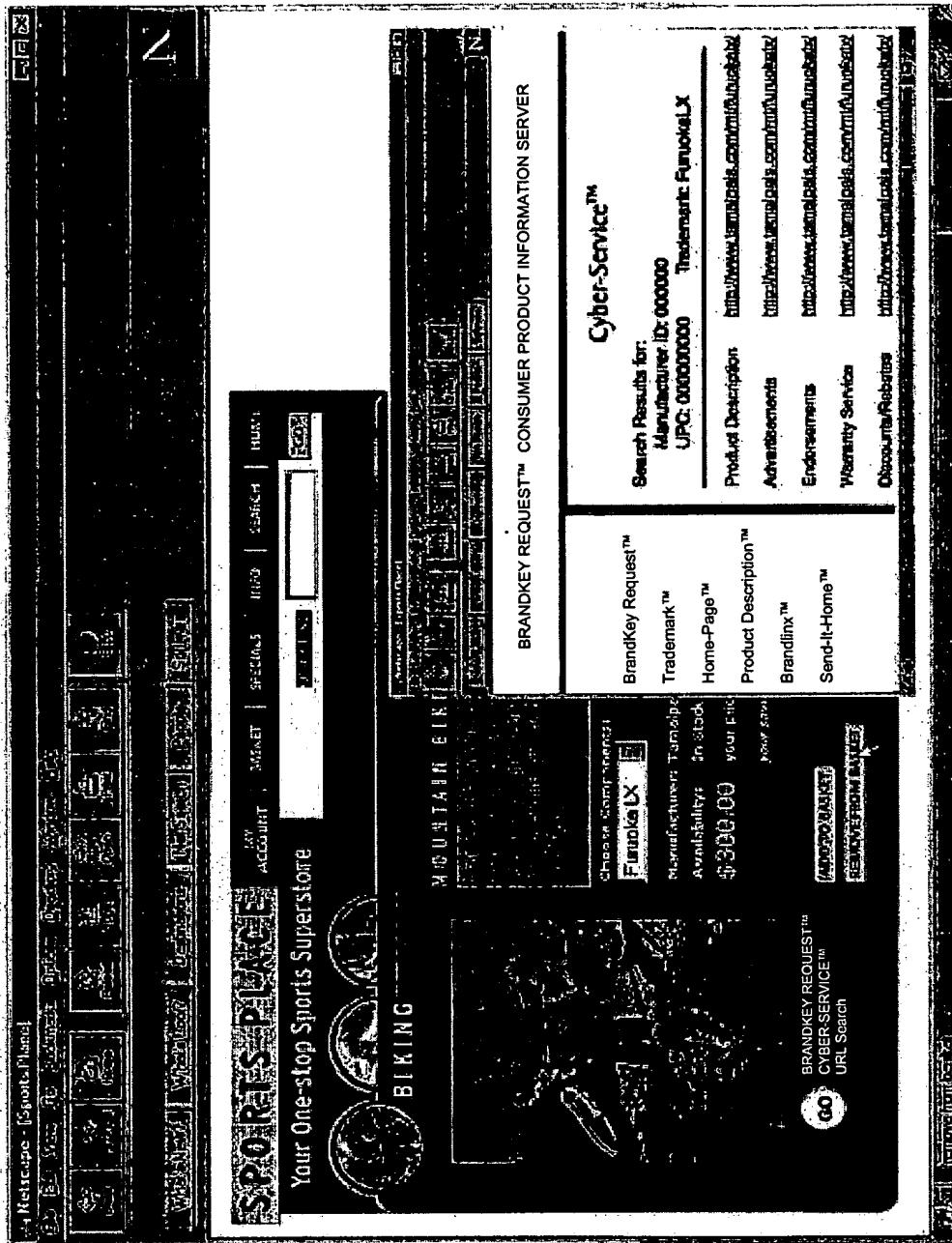


FIG. 4P2

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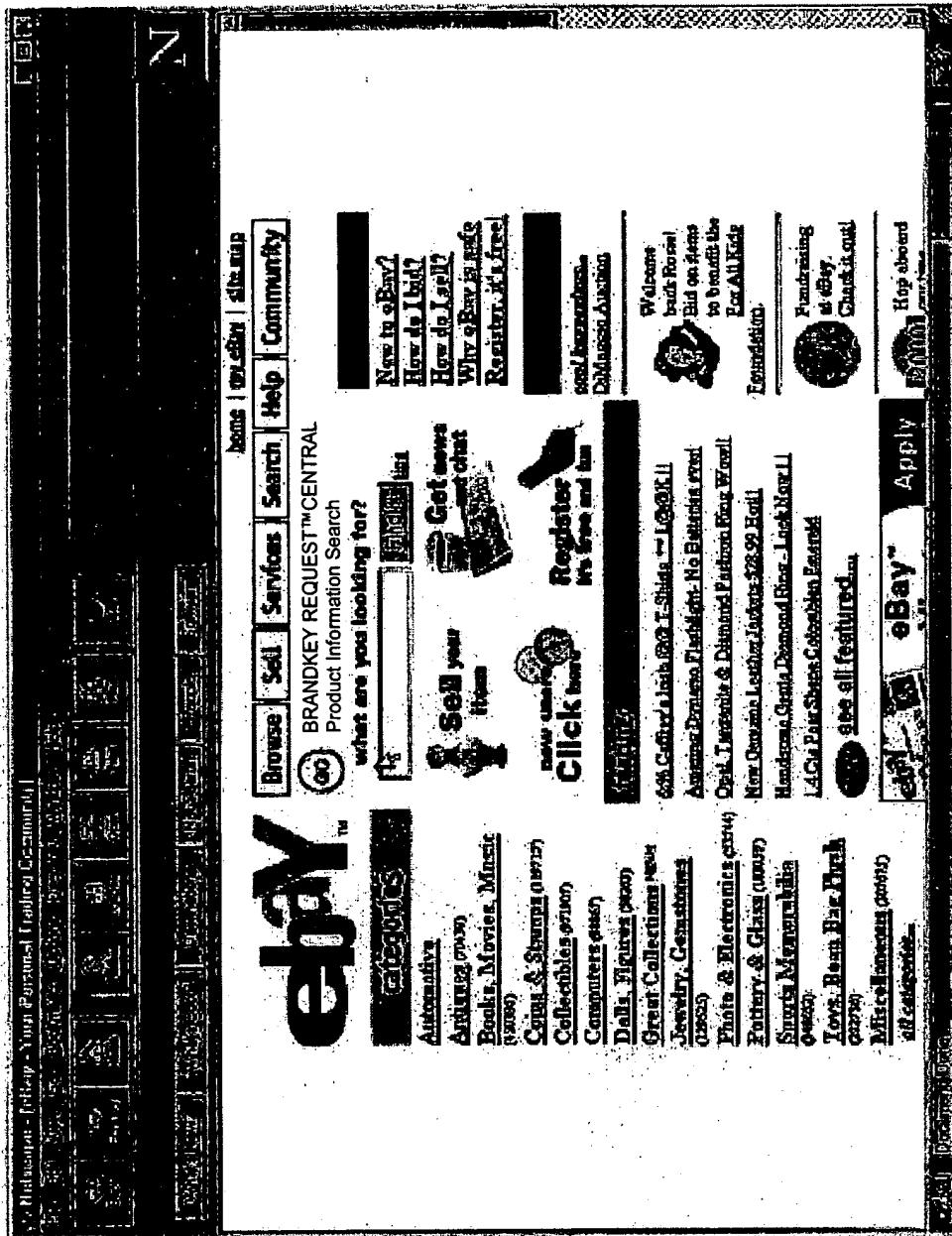


FIG. 4Q1

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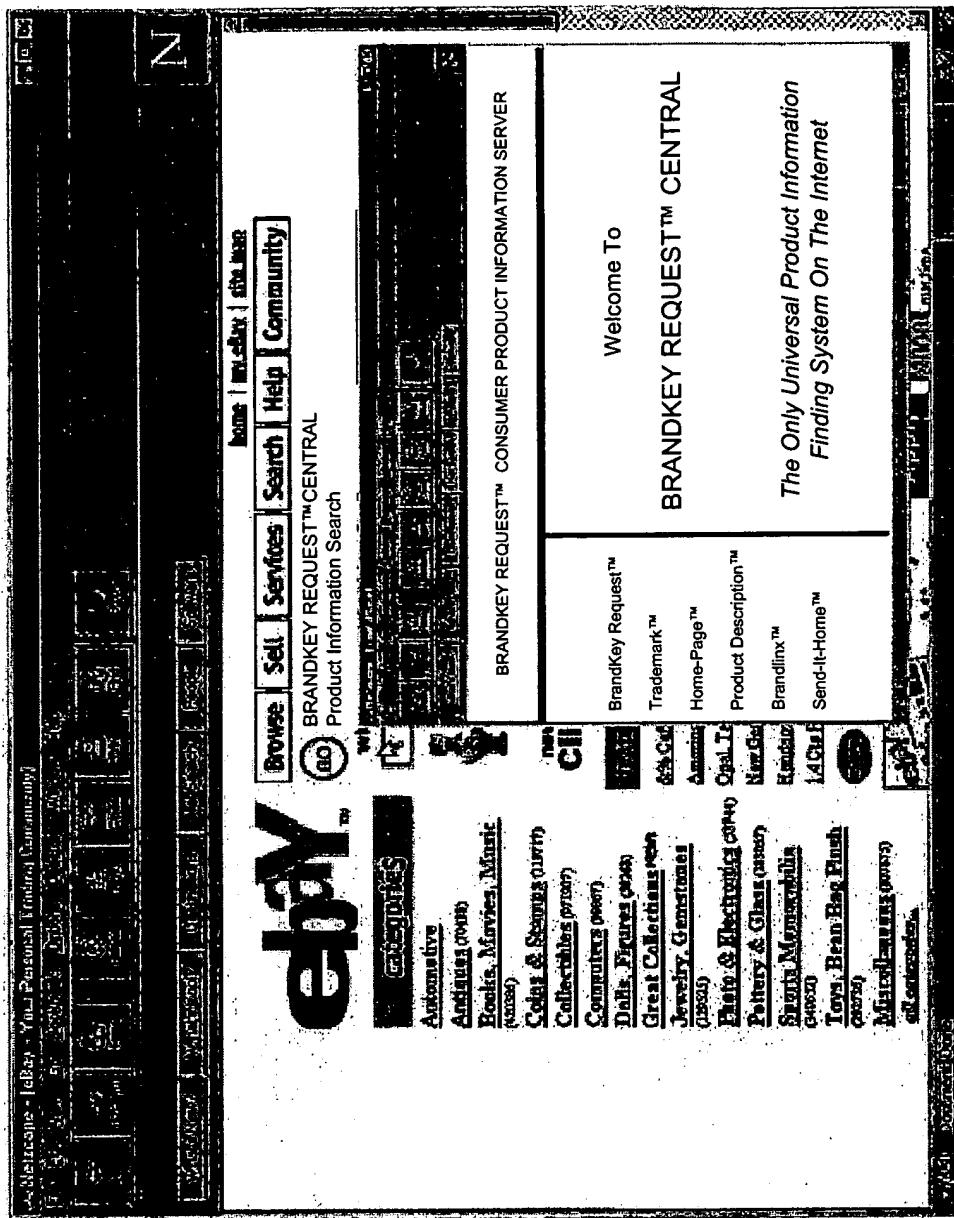


FIG. 4Q2

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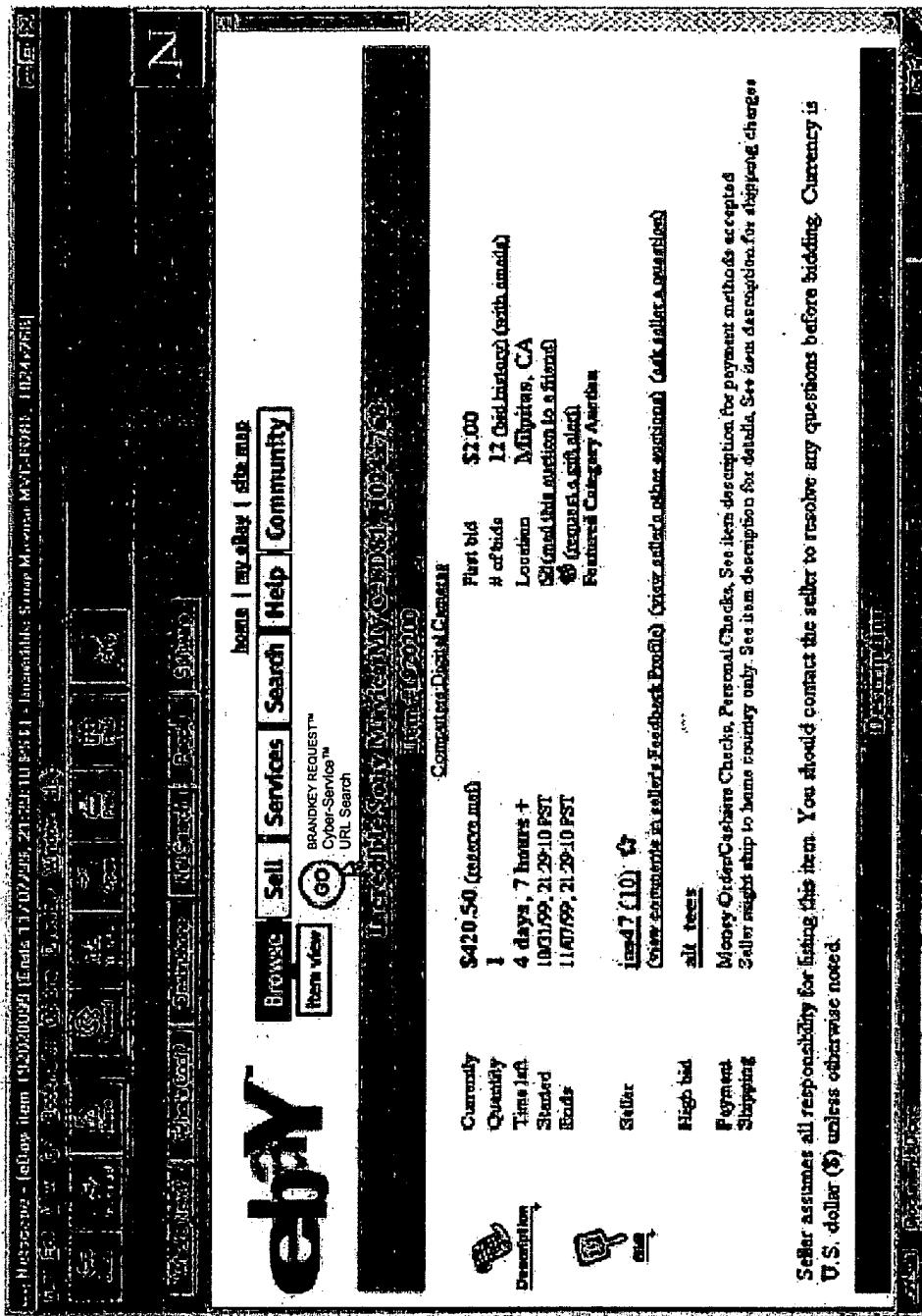


FIG. 4R1

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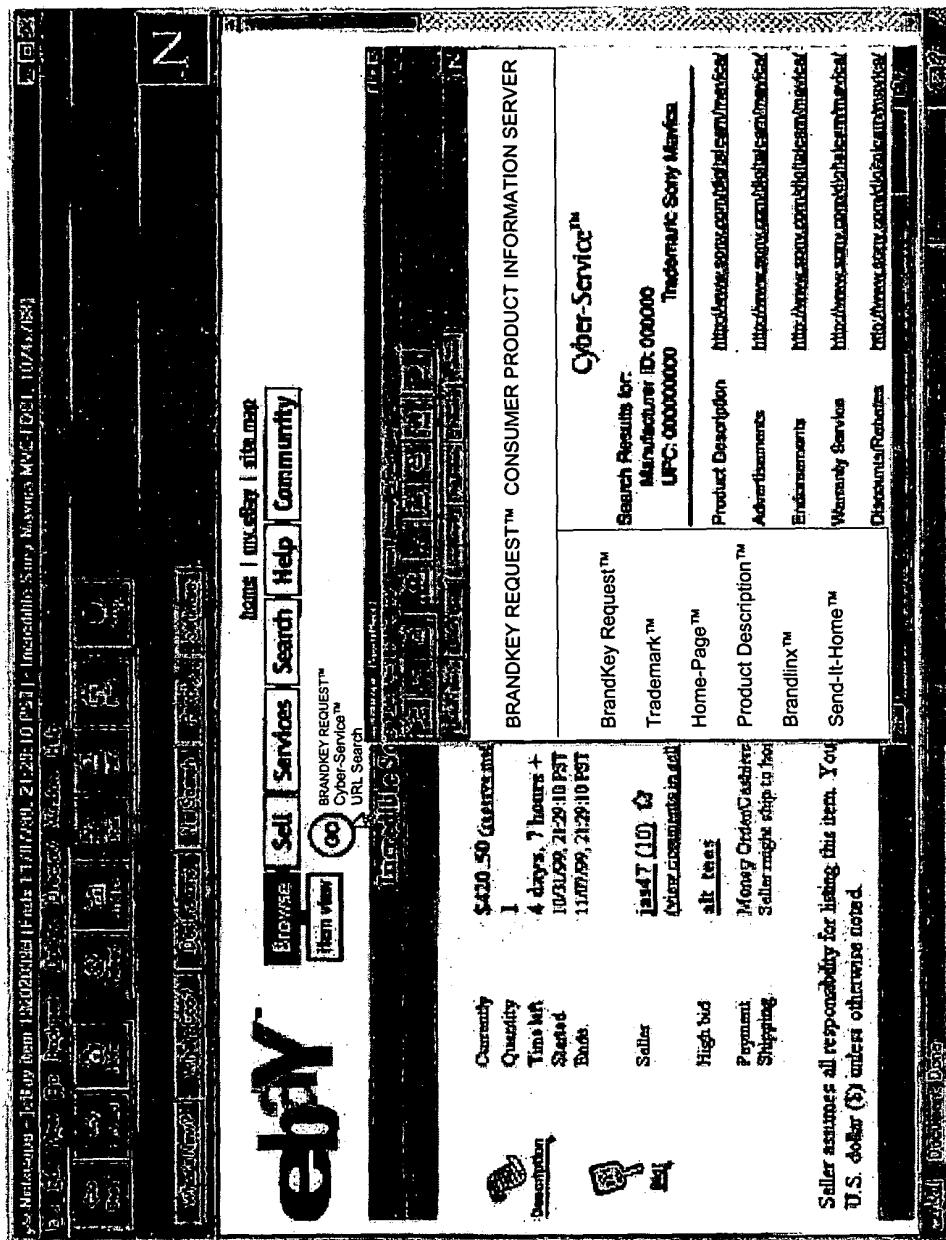


FIG. 4R2

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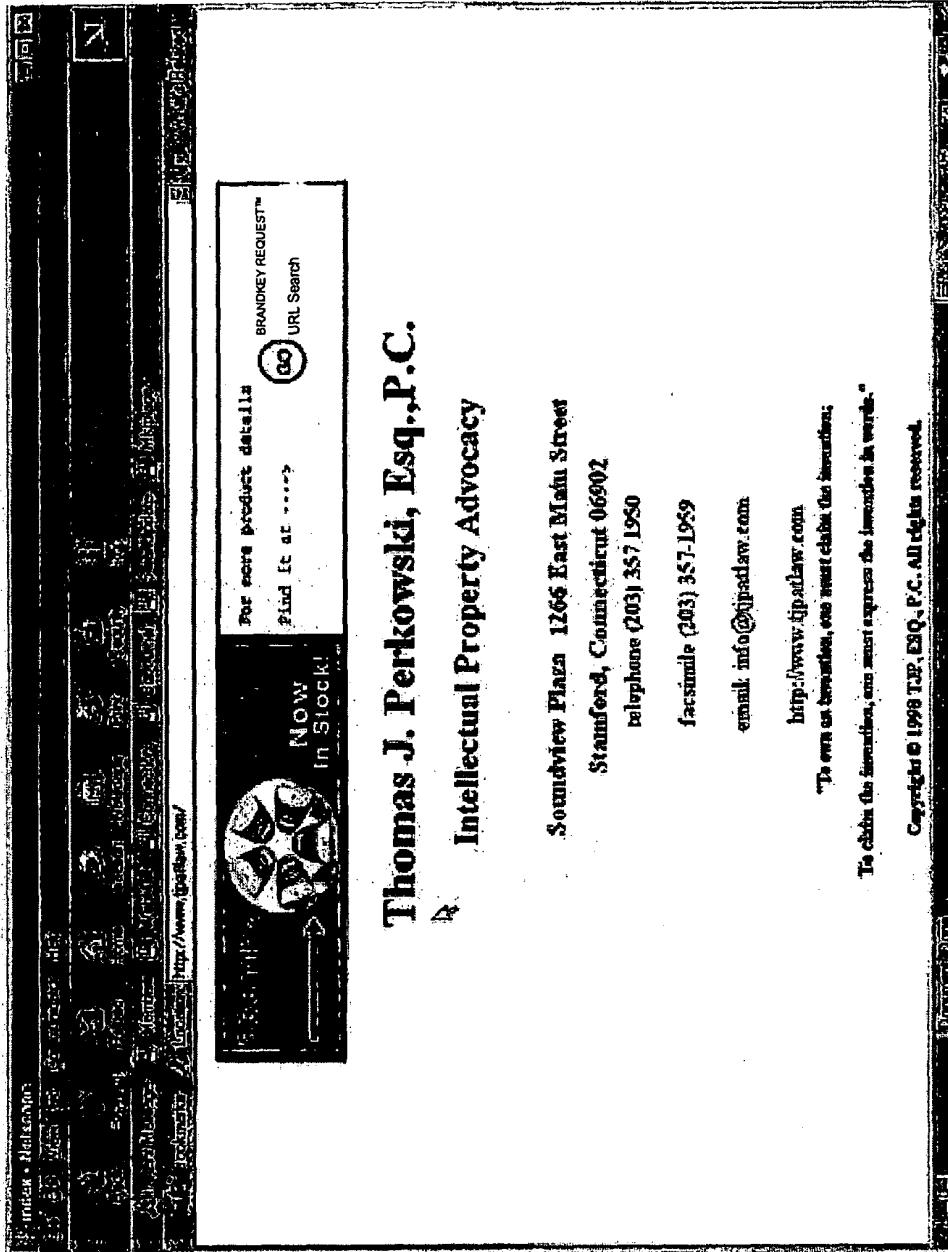


FIG. 4S1

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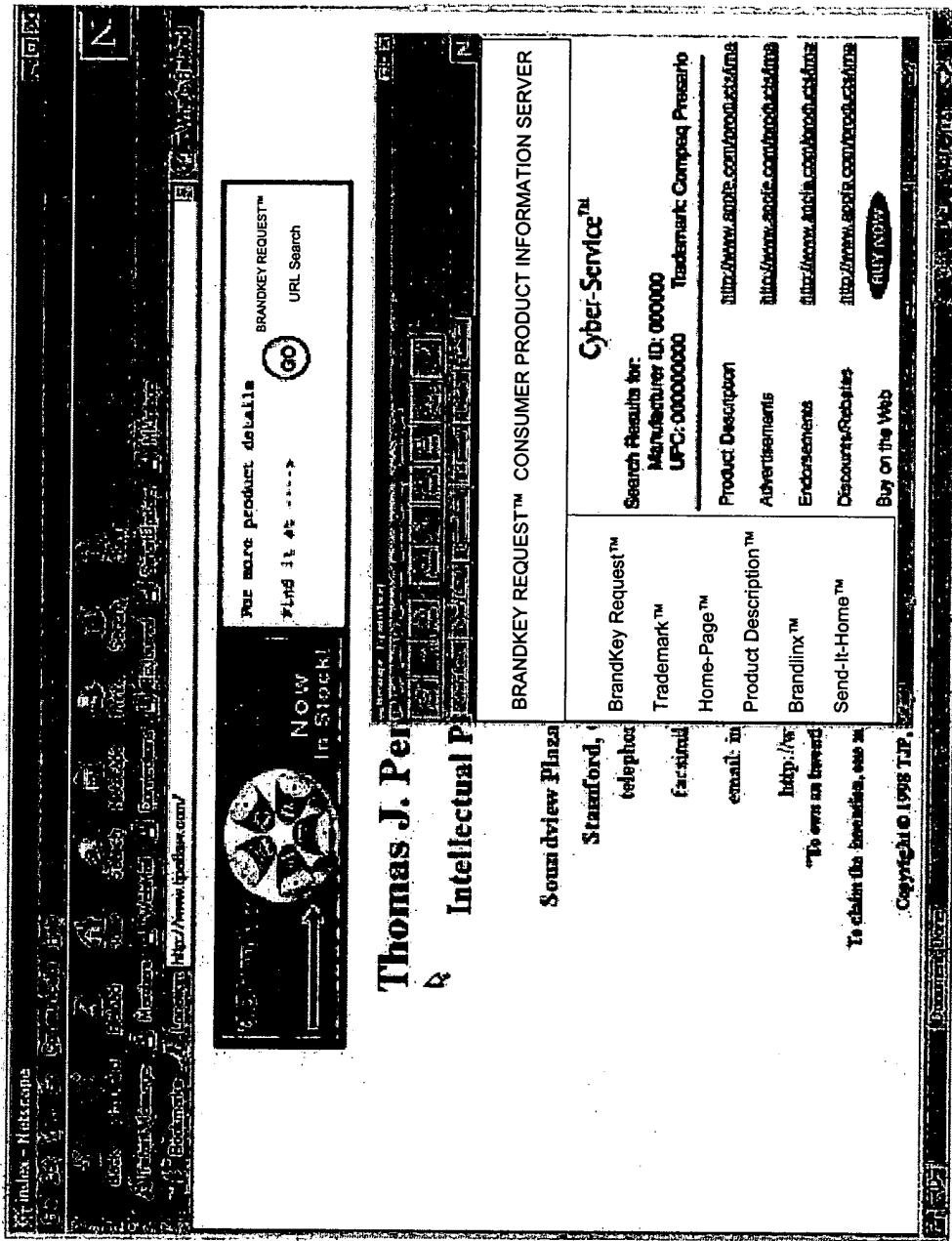


FIG. 4S2

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FIG. 4S3

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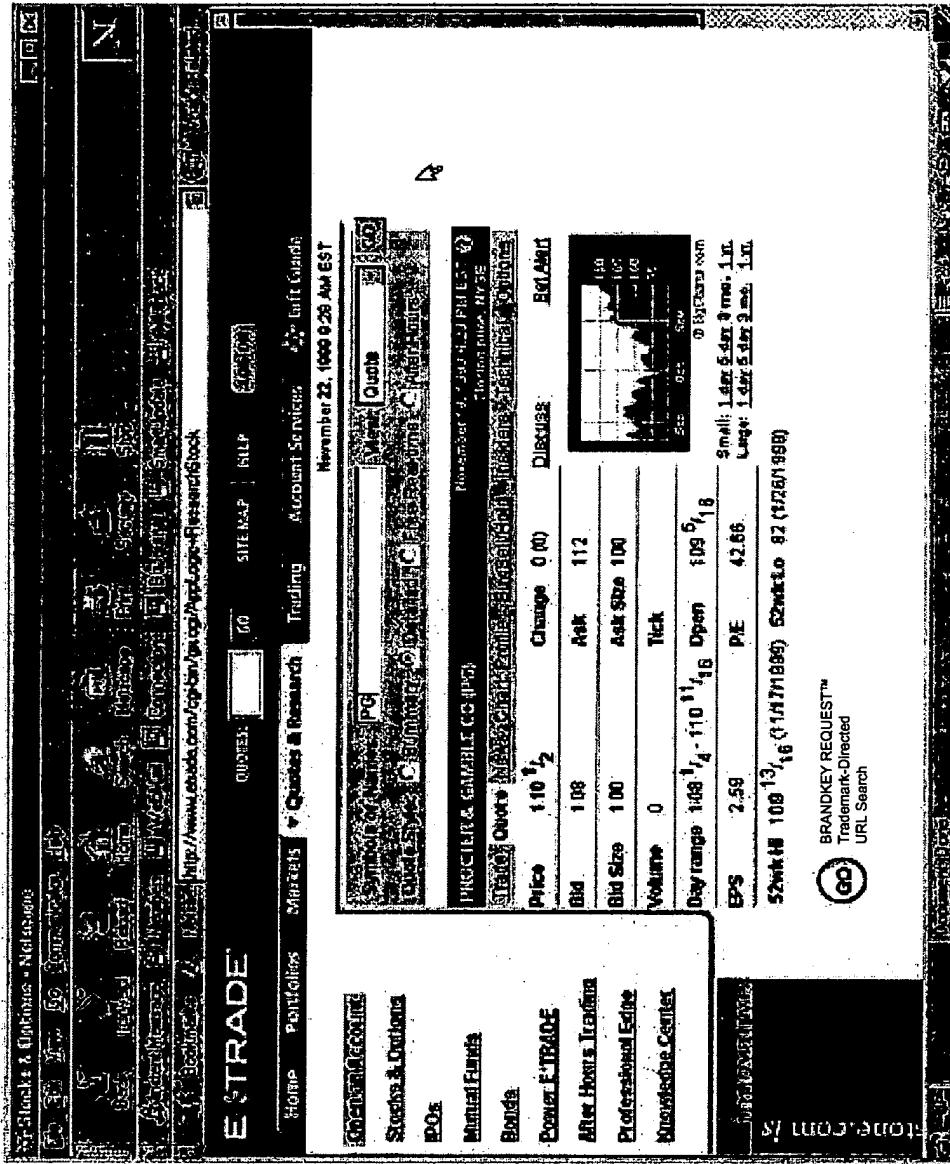


FIG. 4T1

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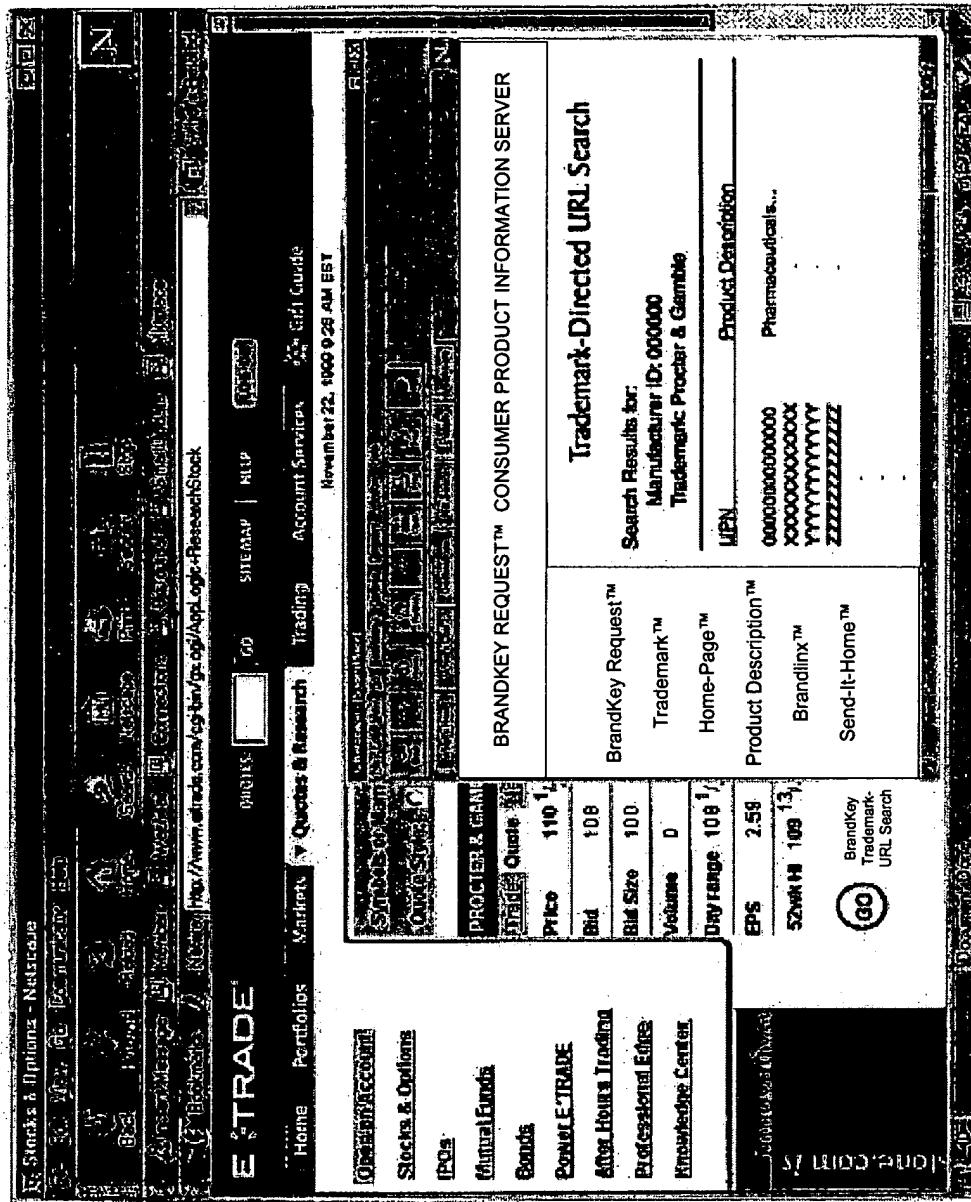


FIG. 4T2

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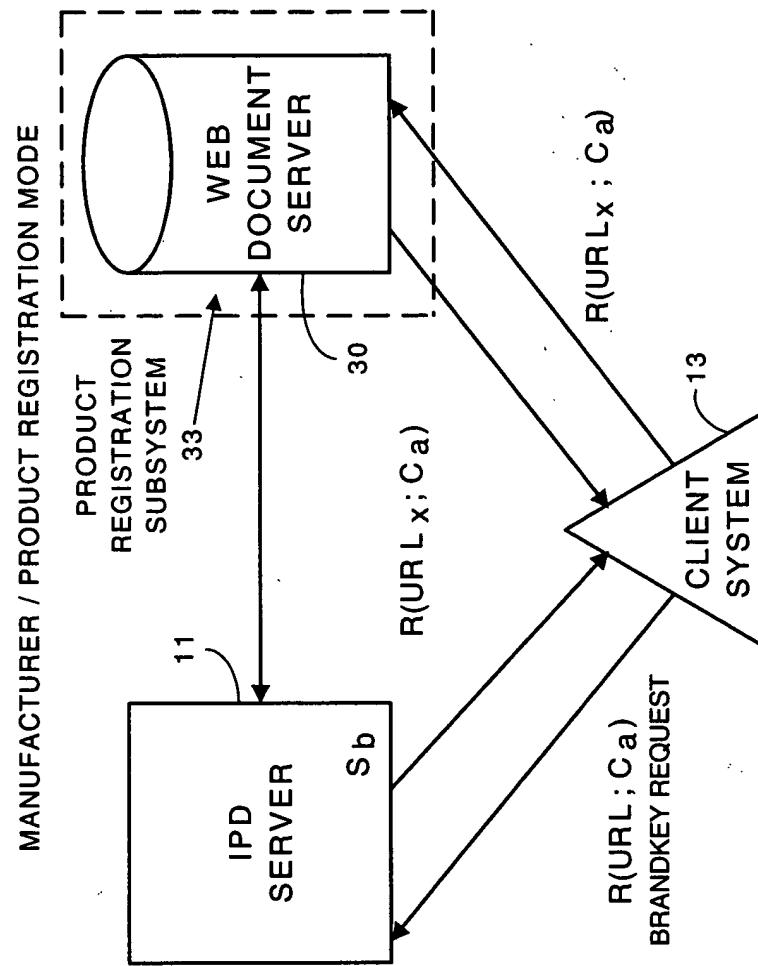


FIG. 5A

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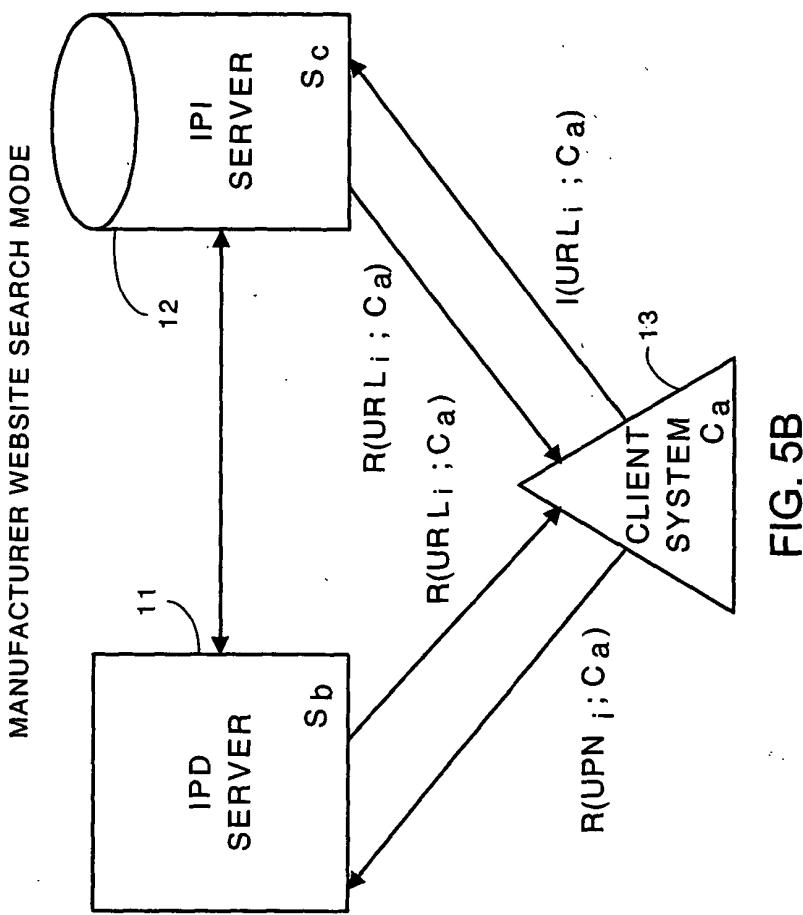


FIG. 5B

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UPN - DIRECTED INFORMATION ACCESS MODE

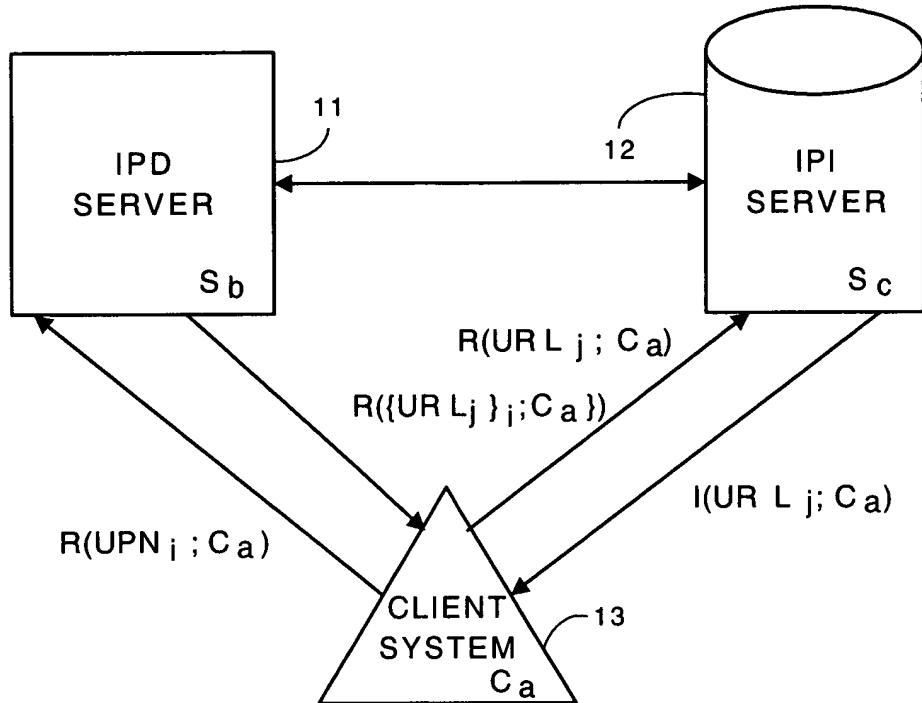


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

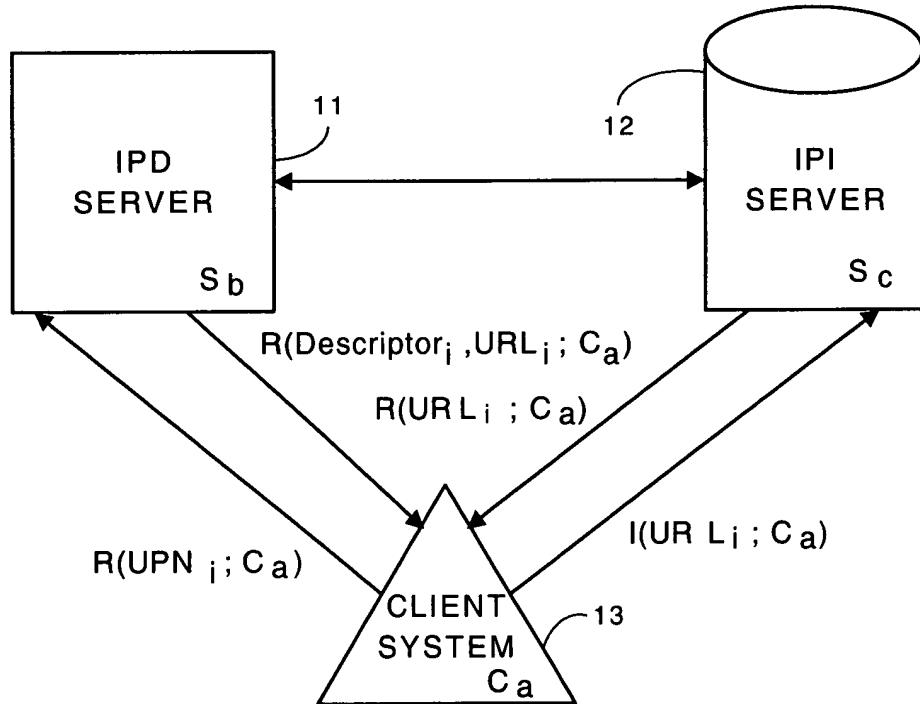


FIG. 5D

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

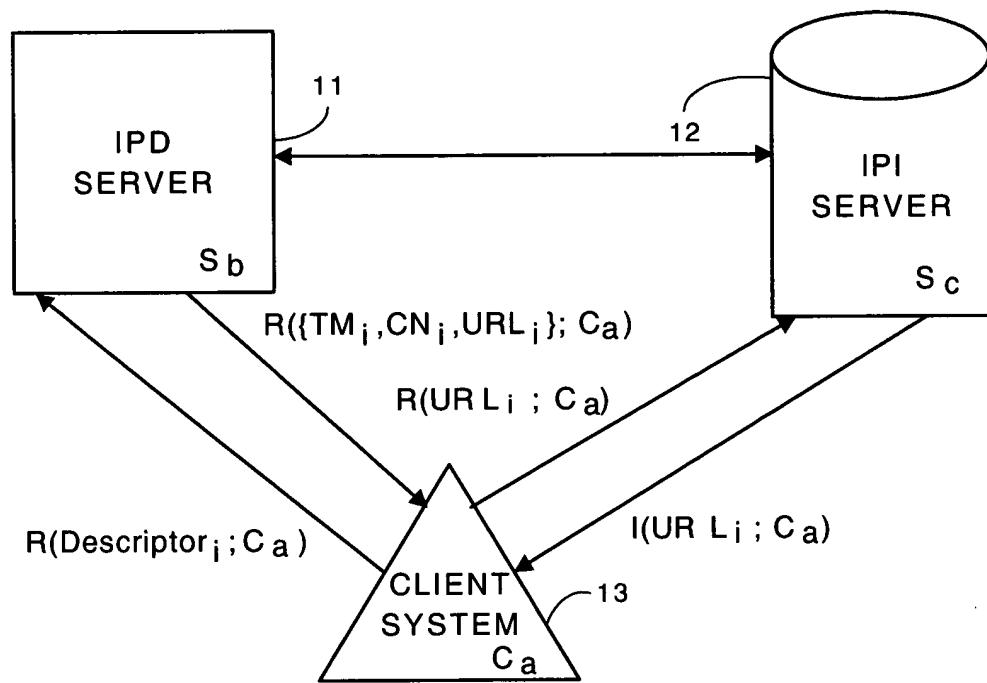


FIG. 5E

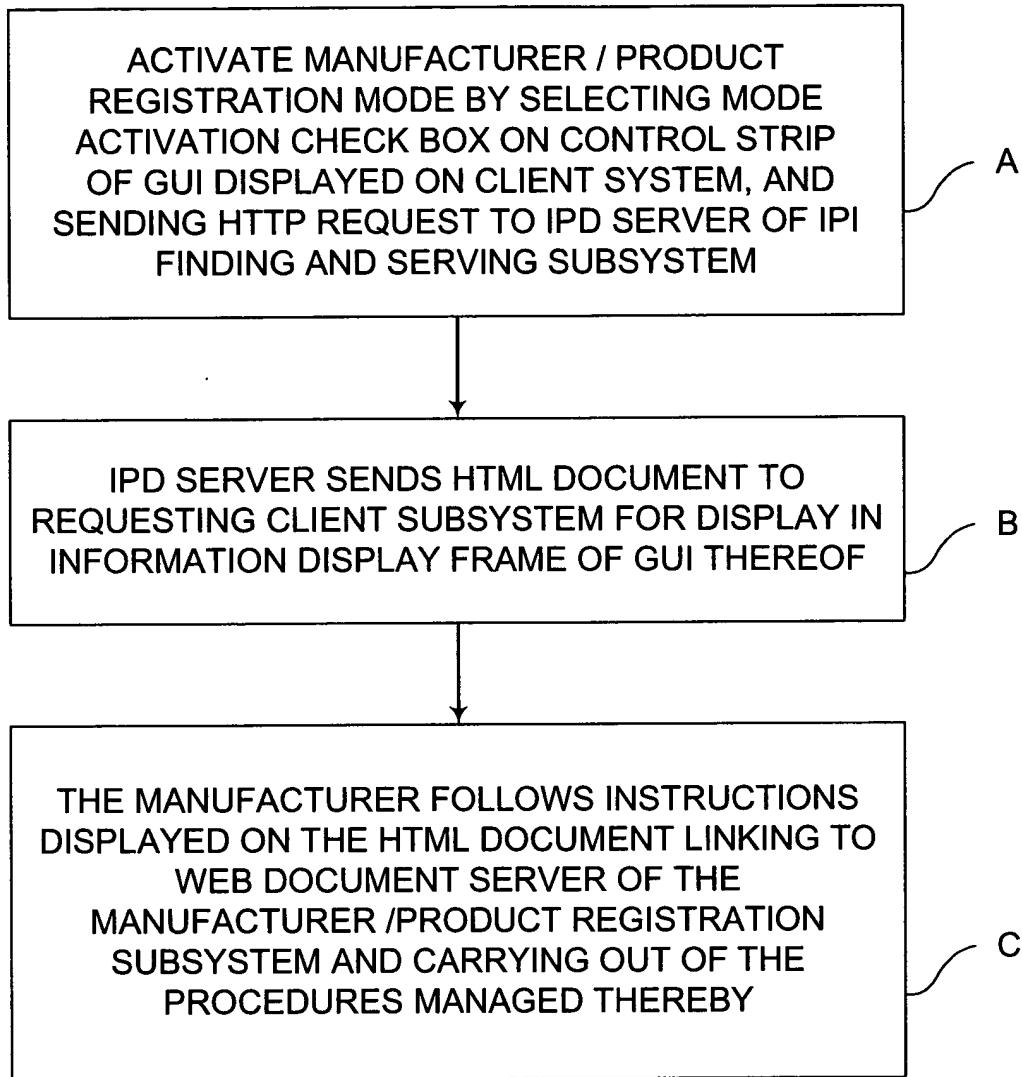


FIG. 6A

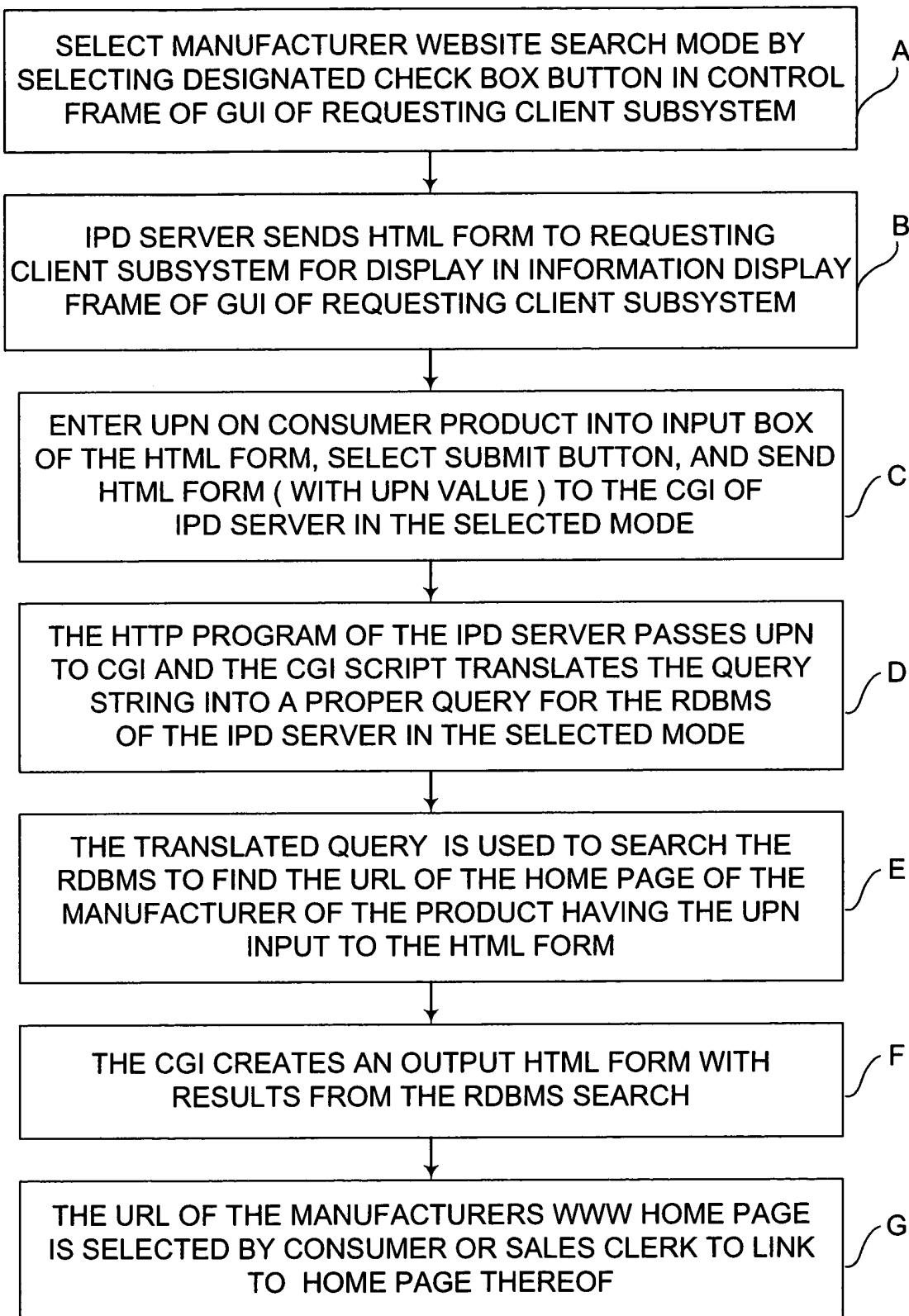


FIG. 6B

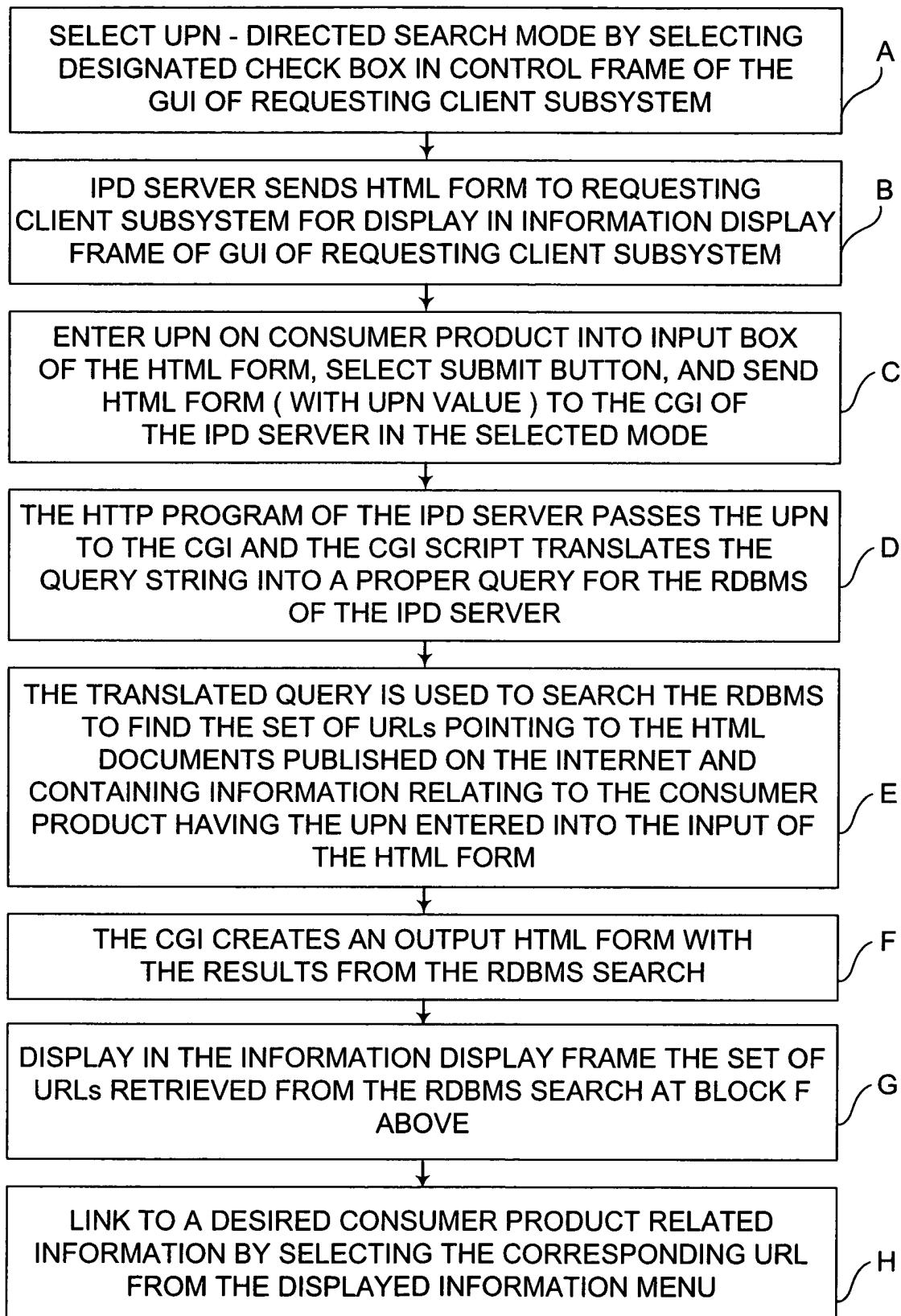


FIG. 6C

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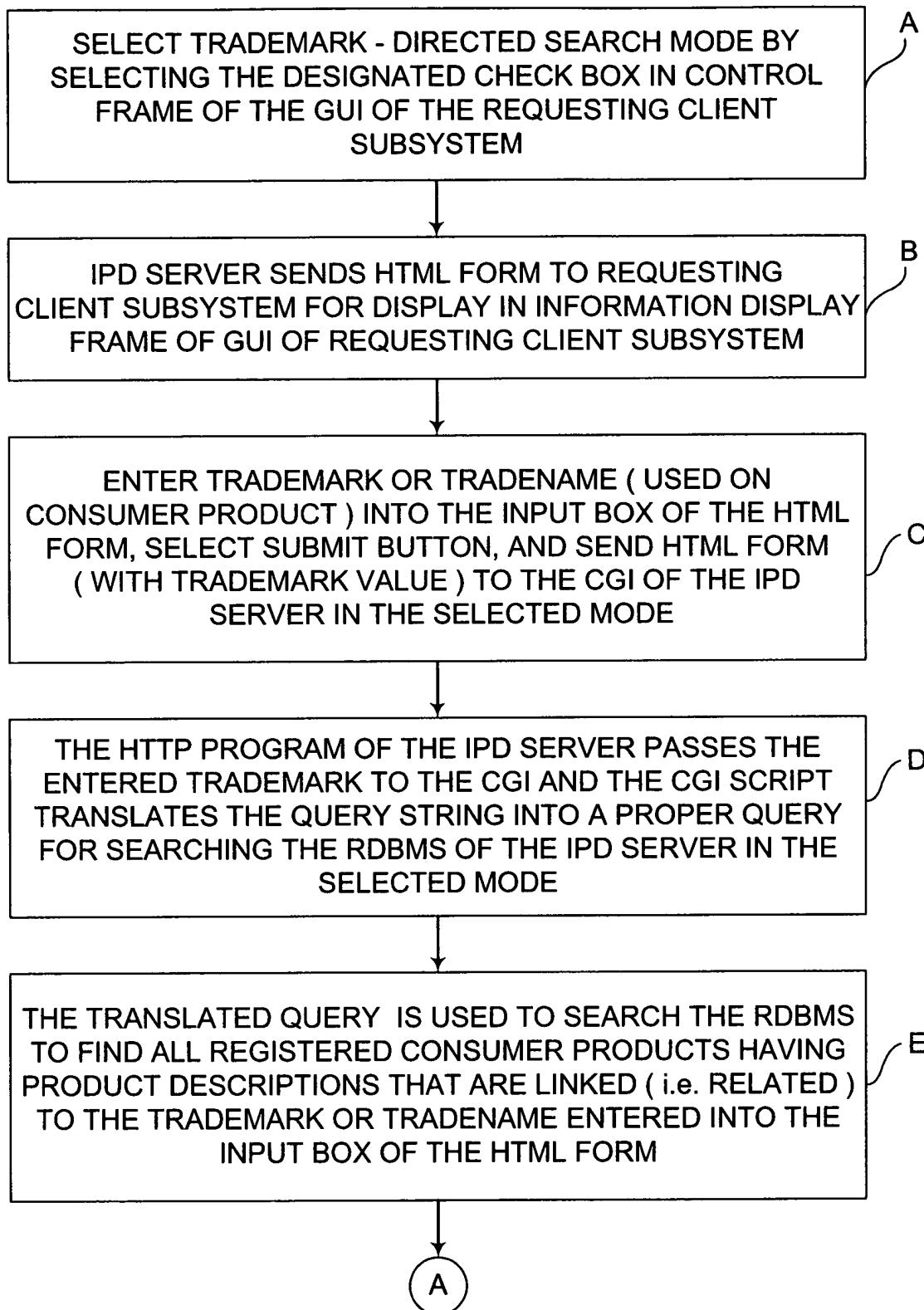


FIG. 6D1

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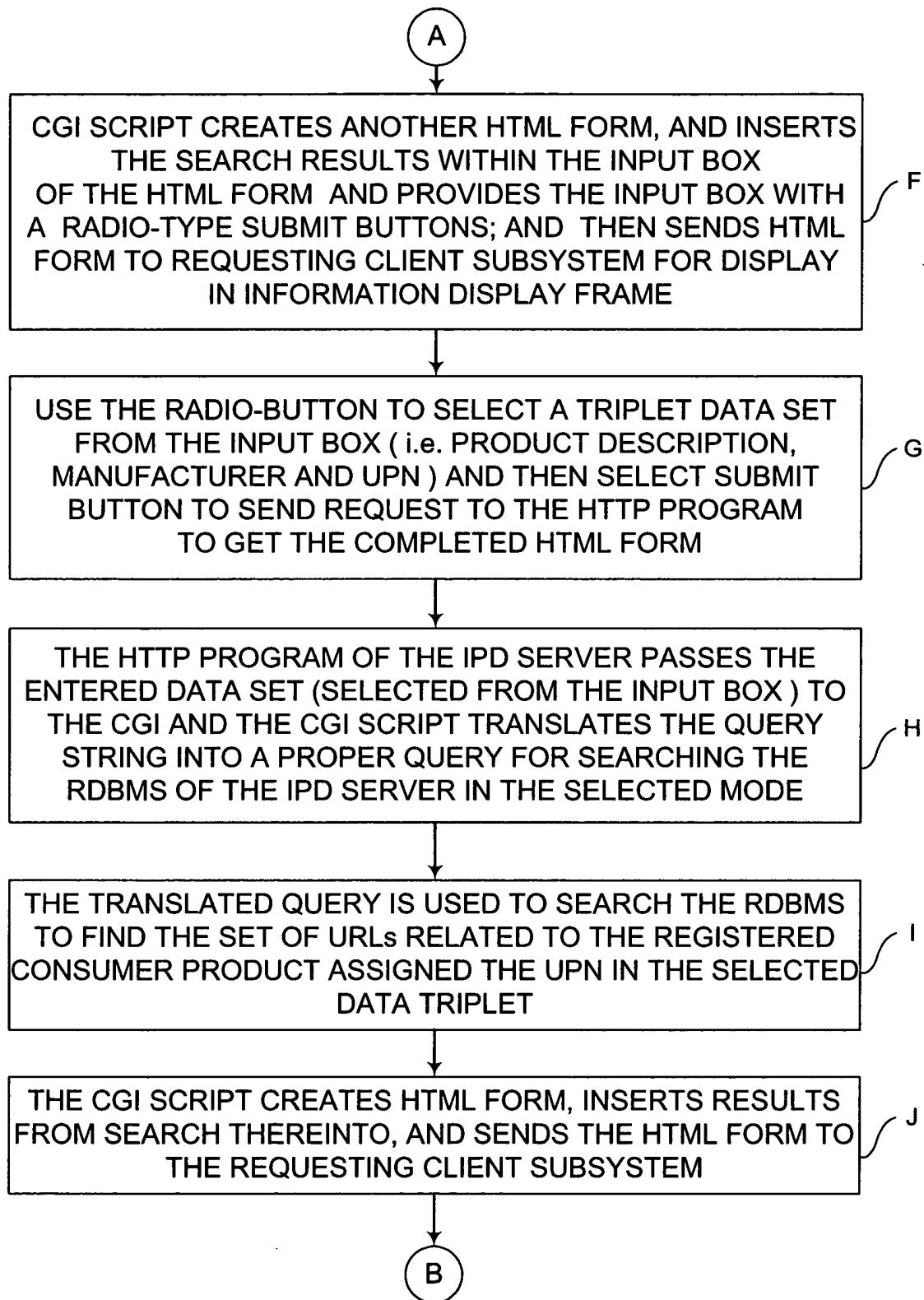


FIG. 6D2

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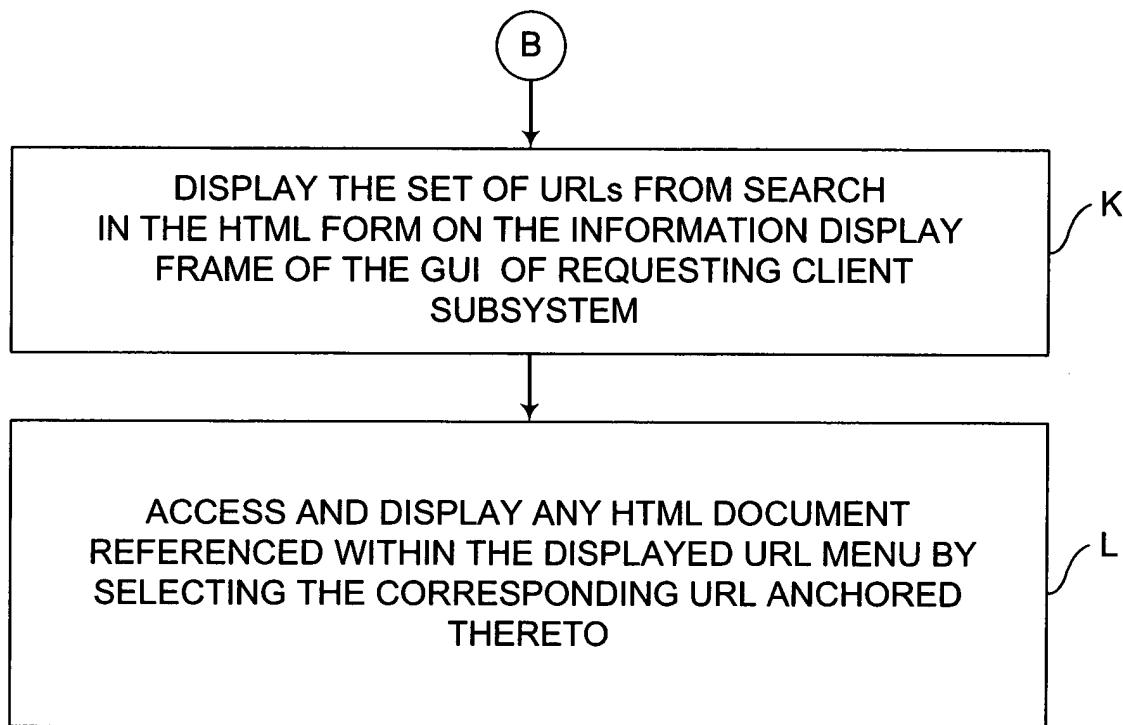


FIG. 6D3

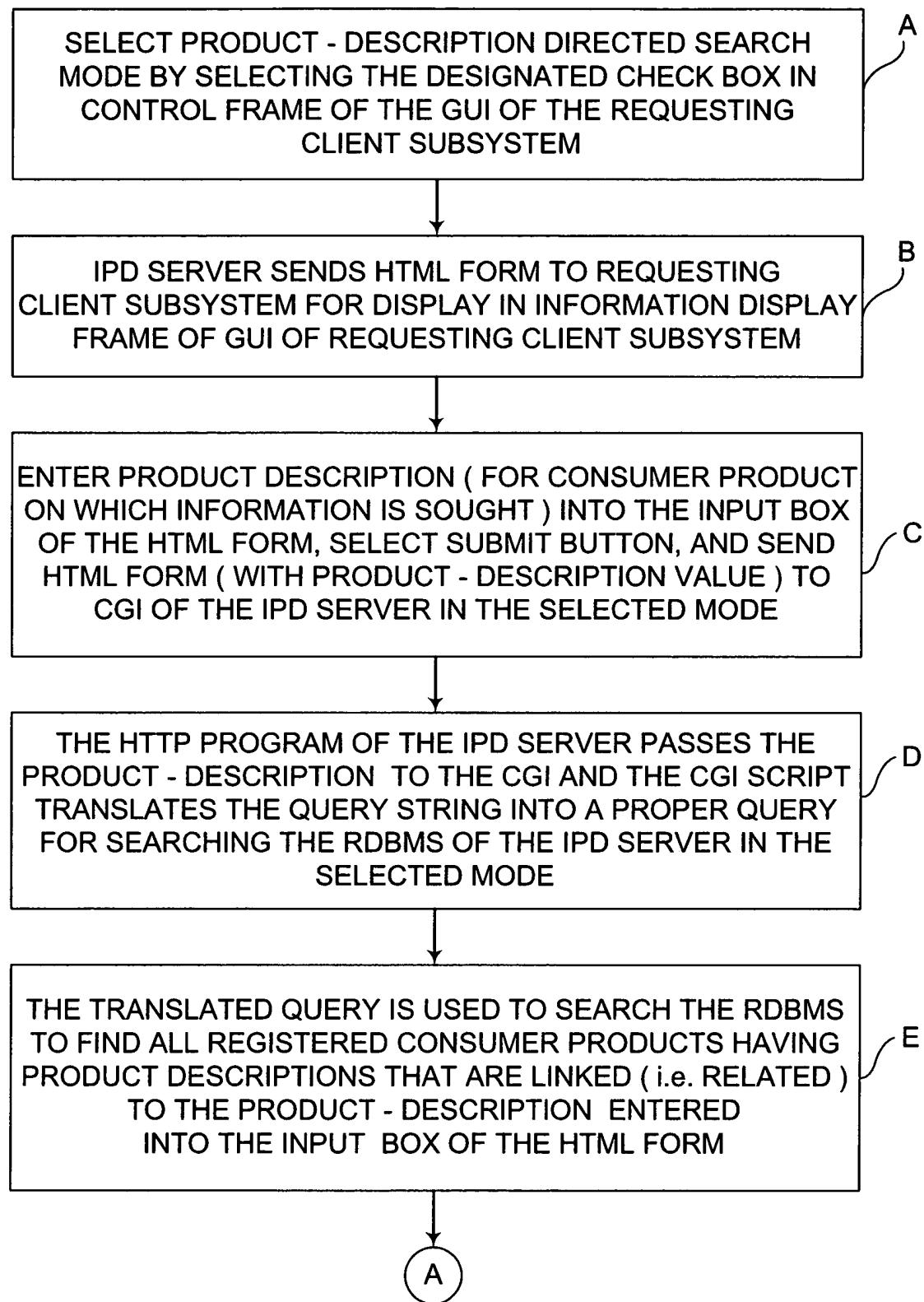


FIG. 6E1

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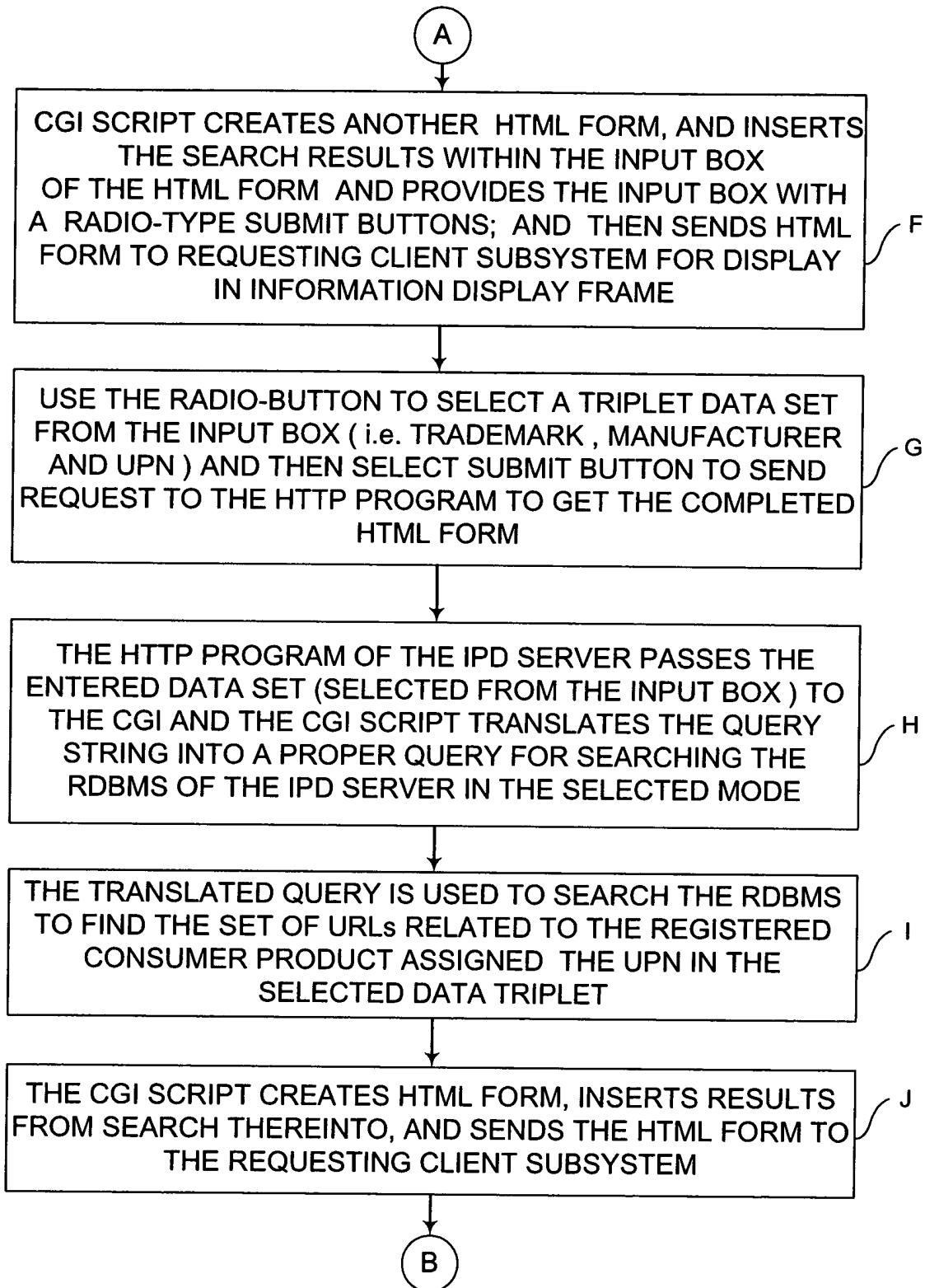


FIG. 6E2

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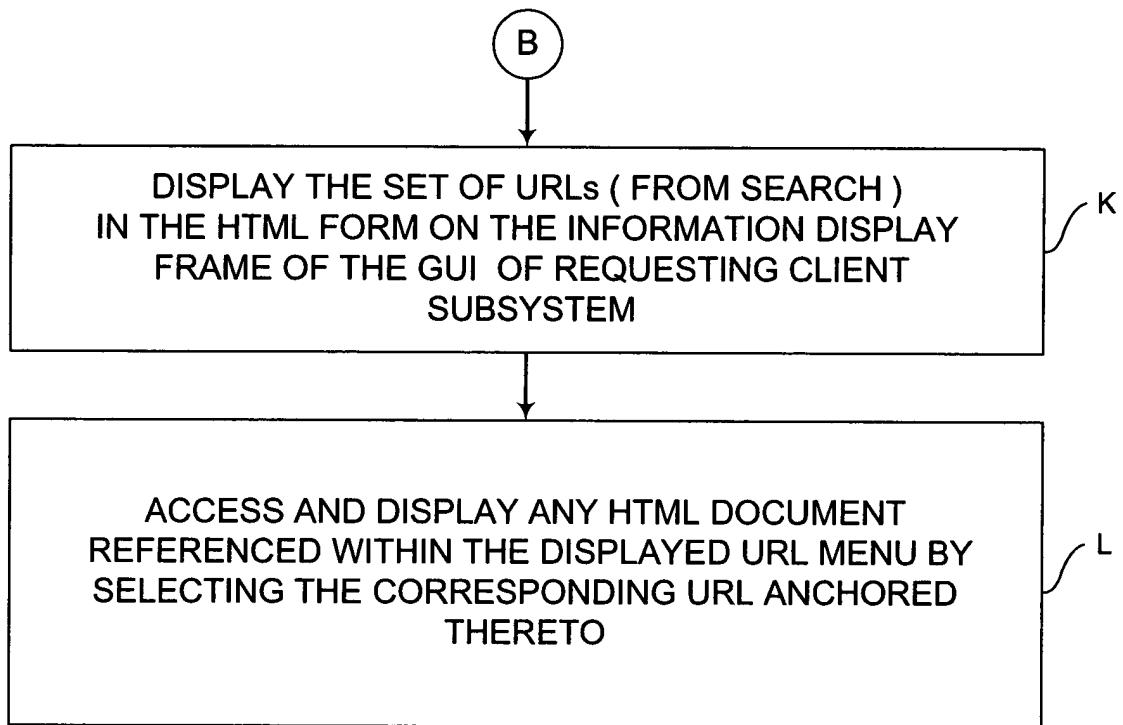
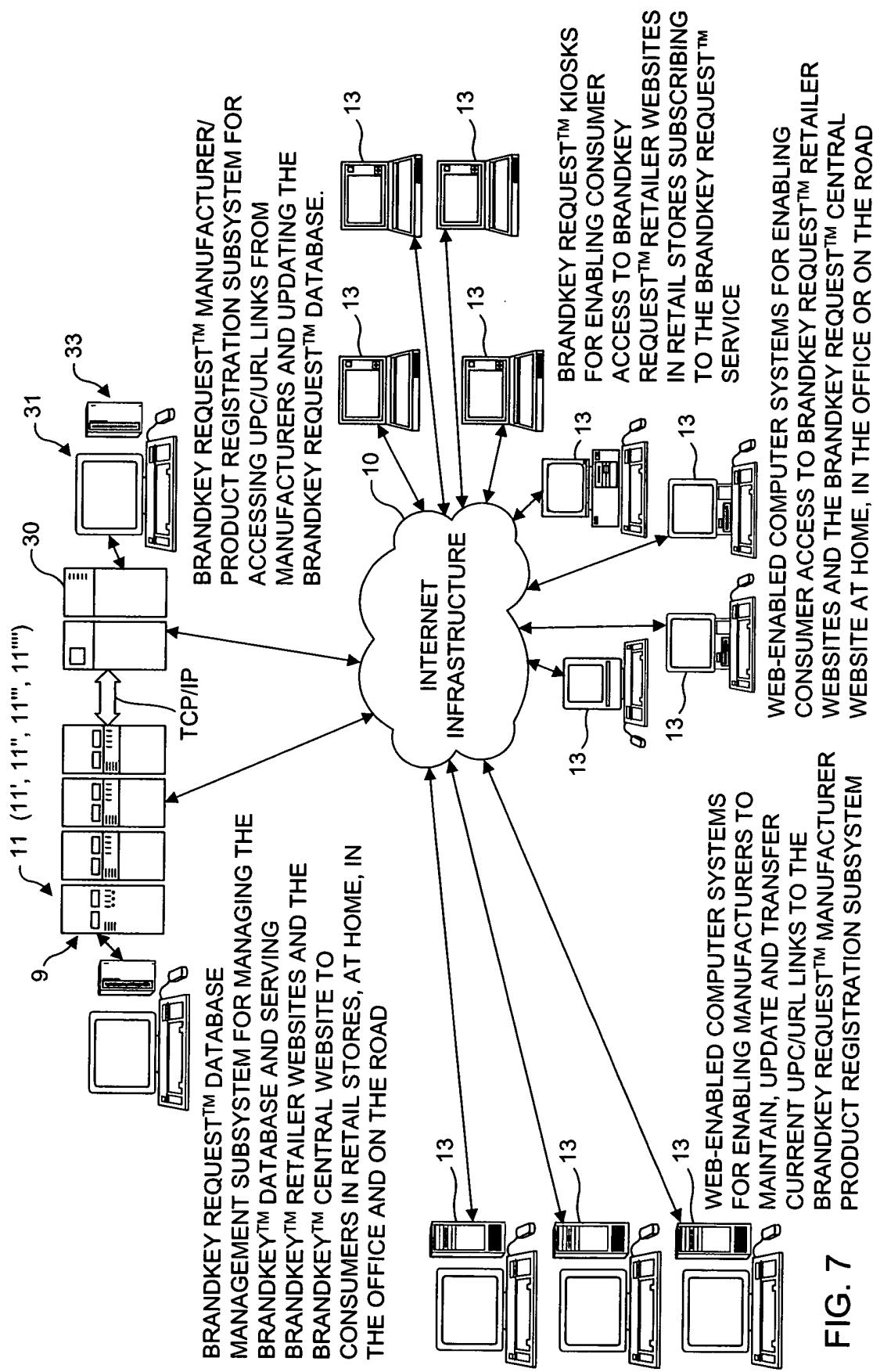


FIG. 6E3



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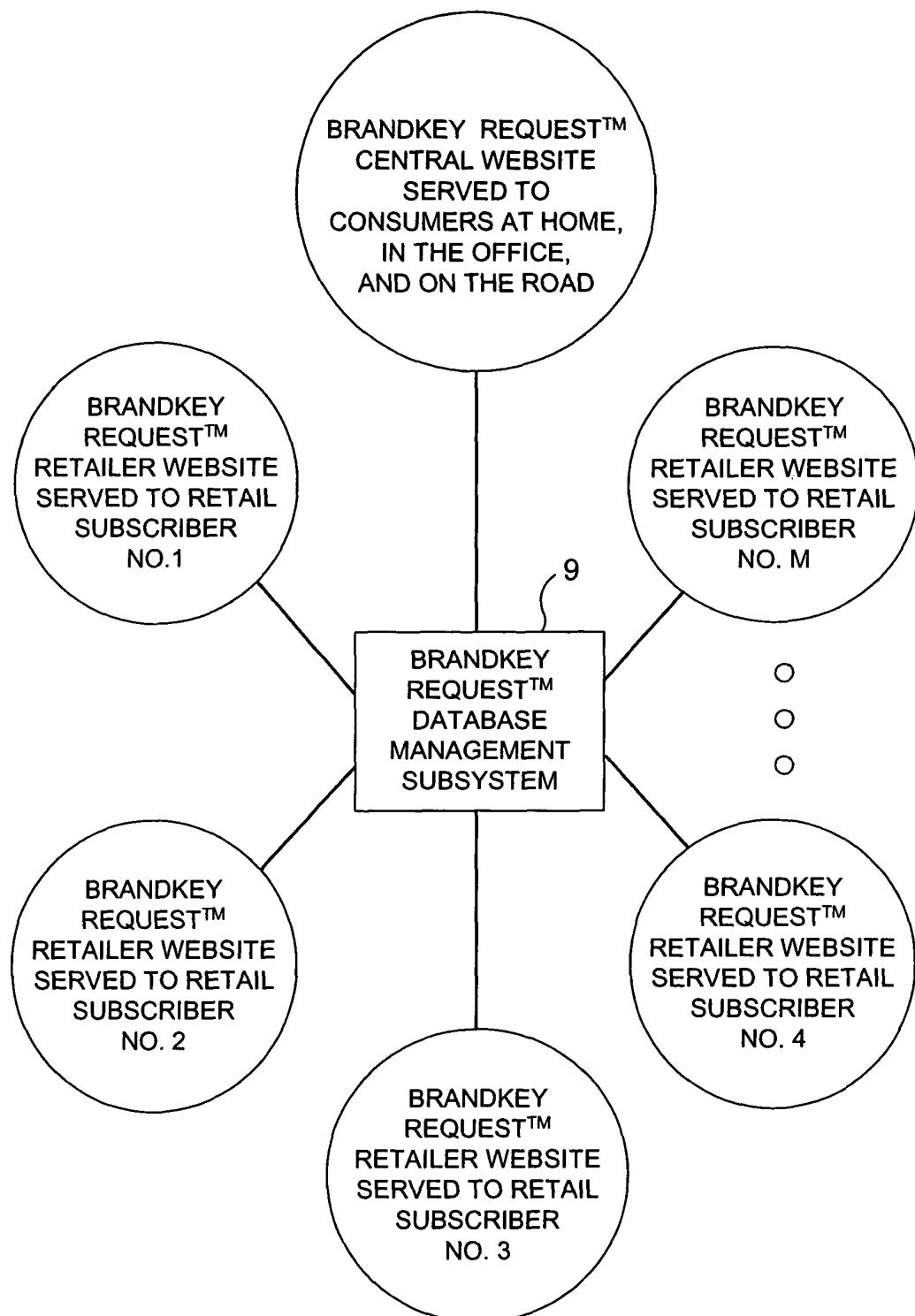


FIG. 8

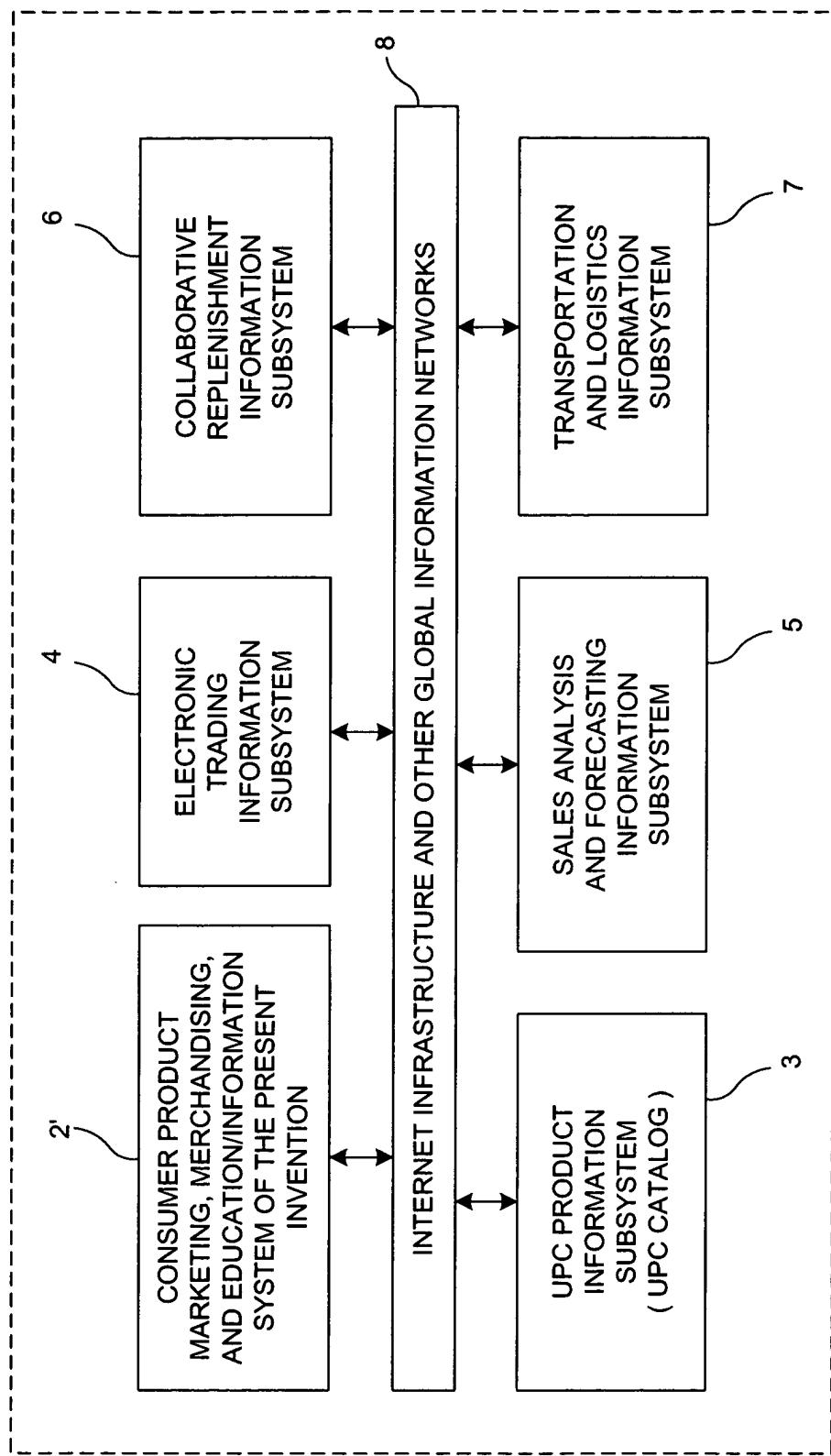


FIG. 9

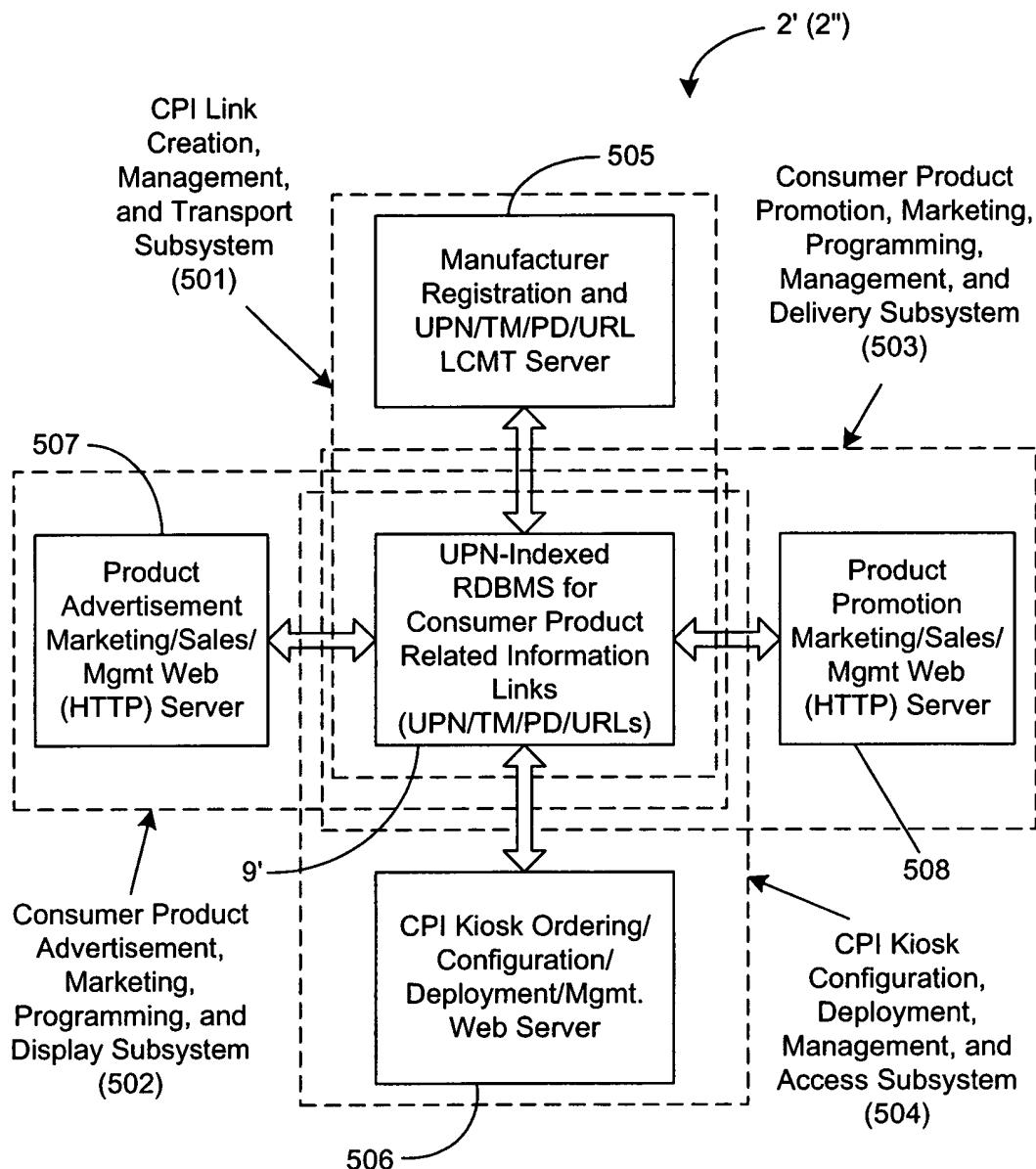


FIG. 9A

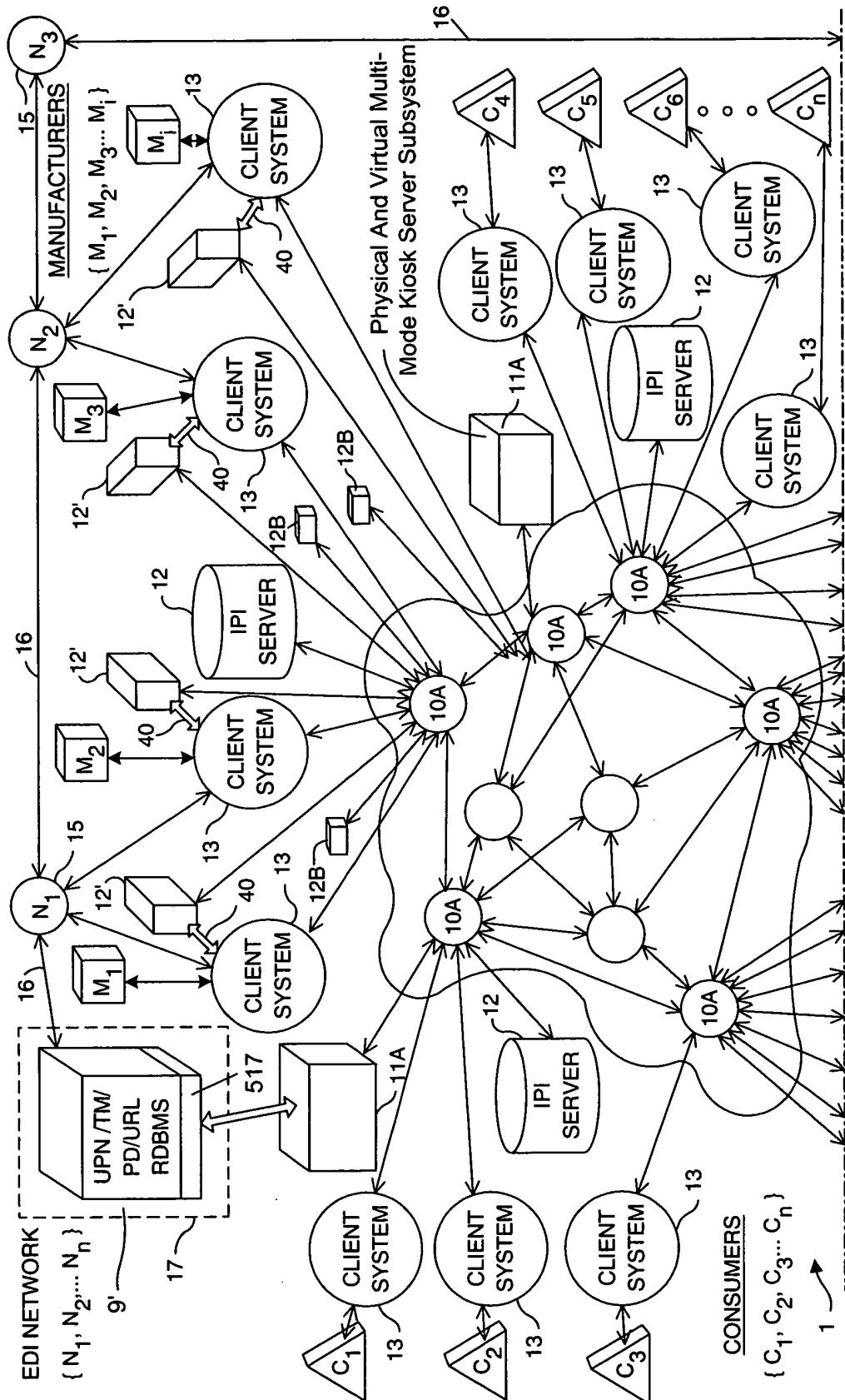


FIG. 10A1

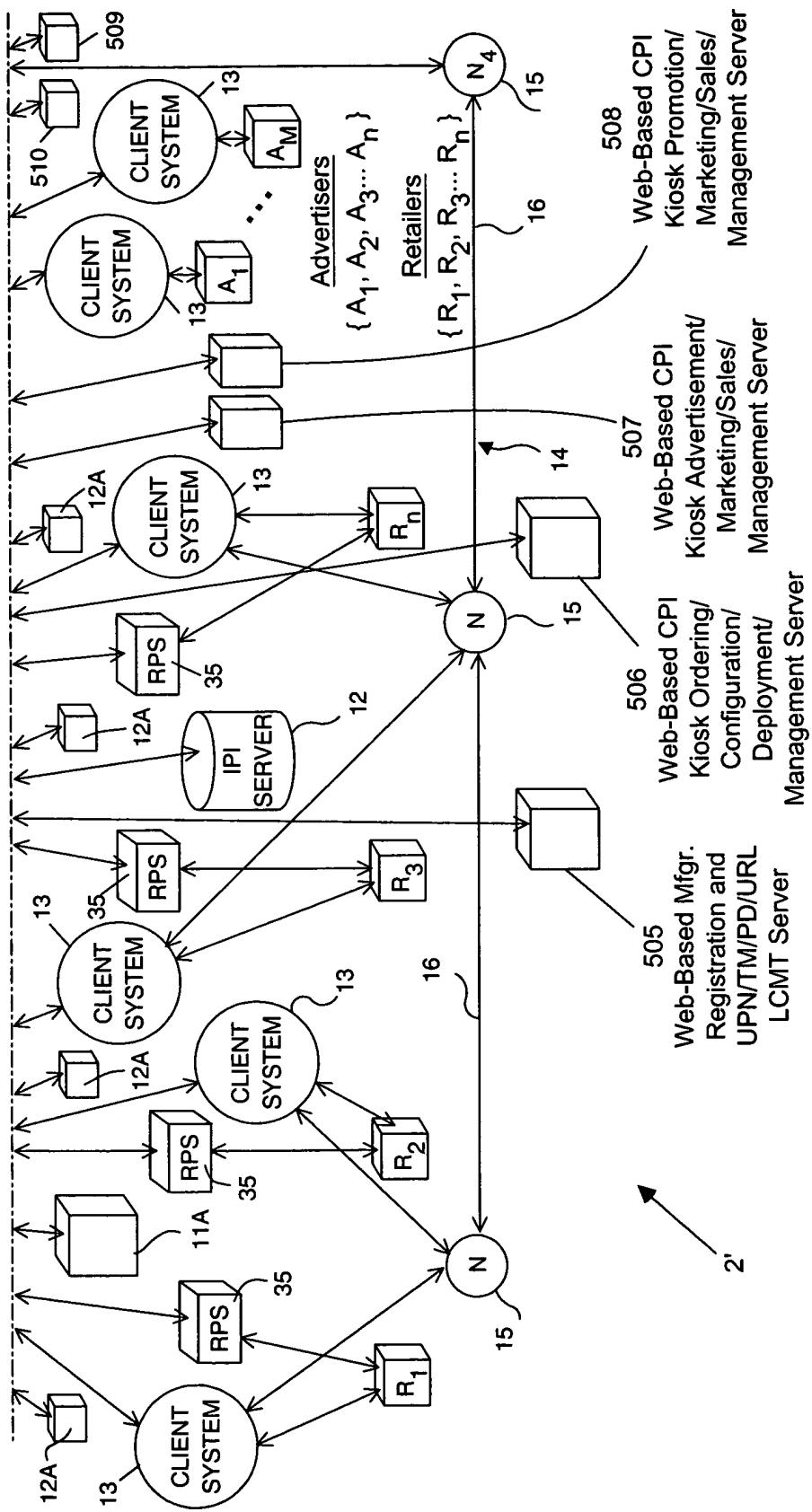


FIG. 10A2

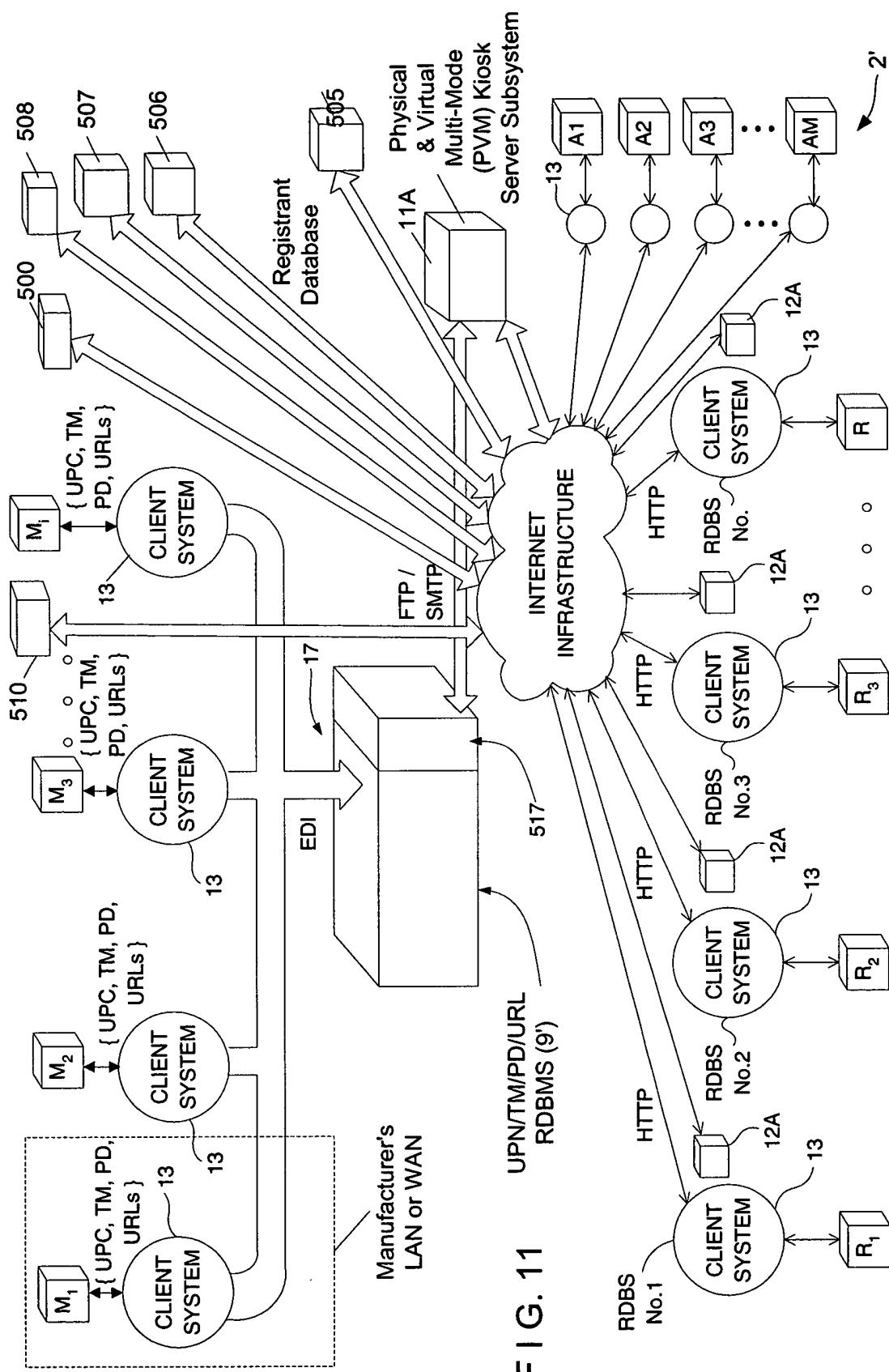


FIG. 11

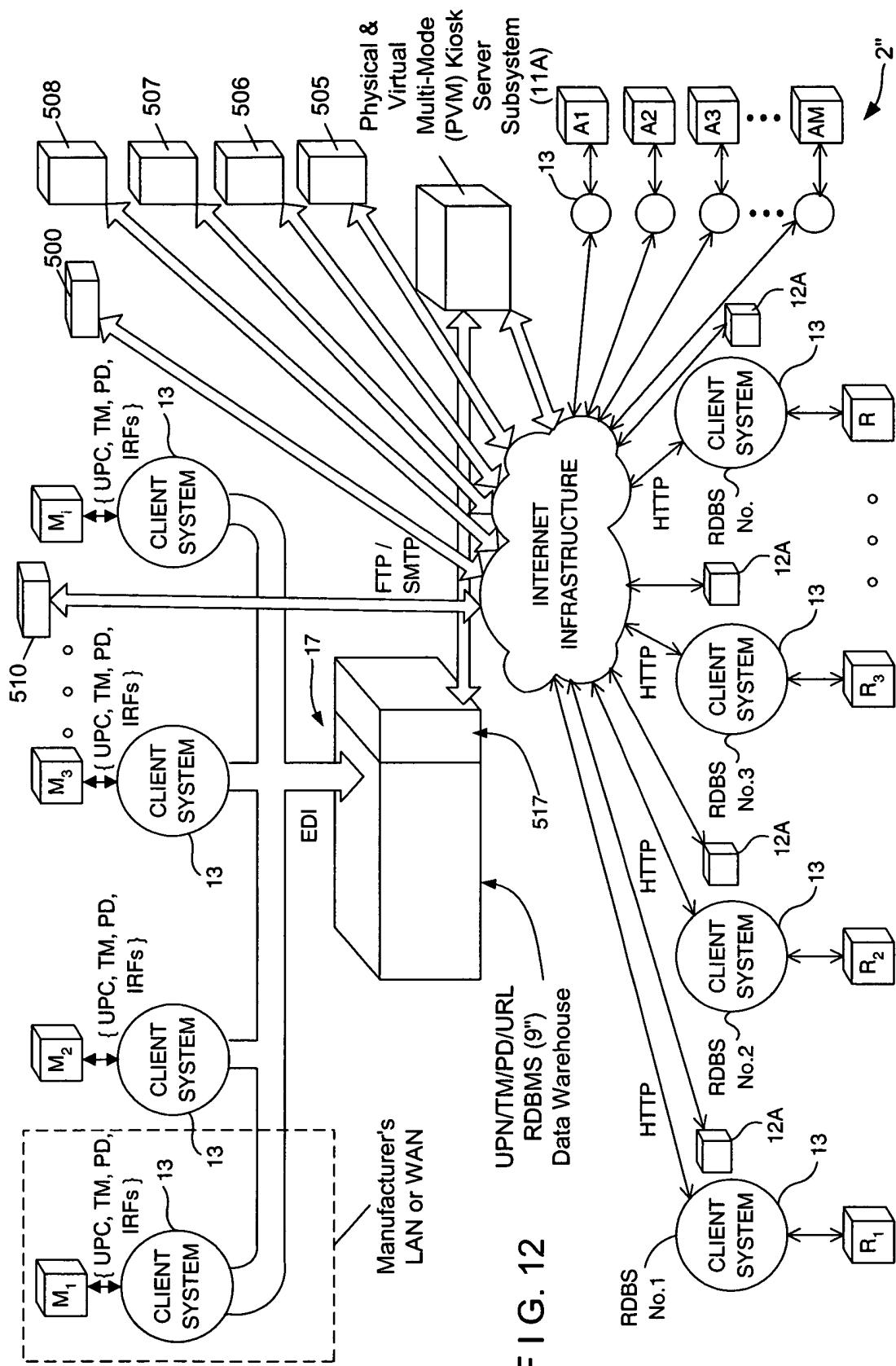
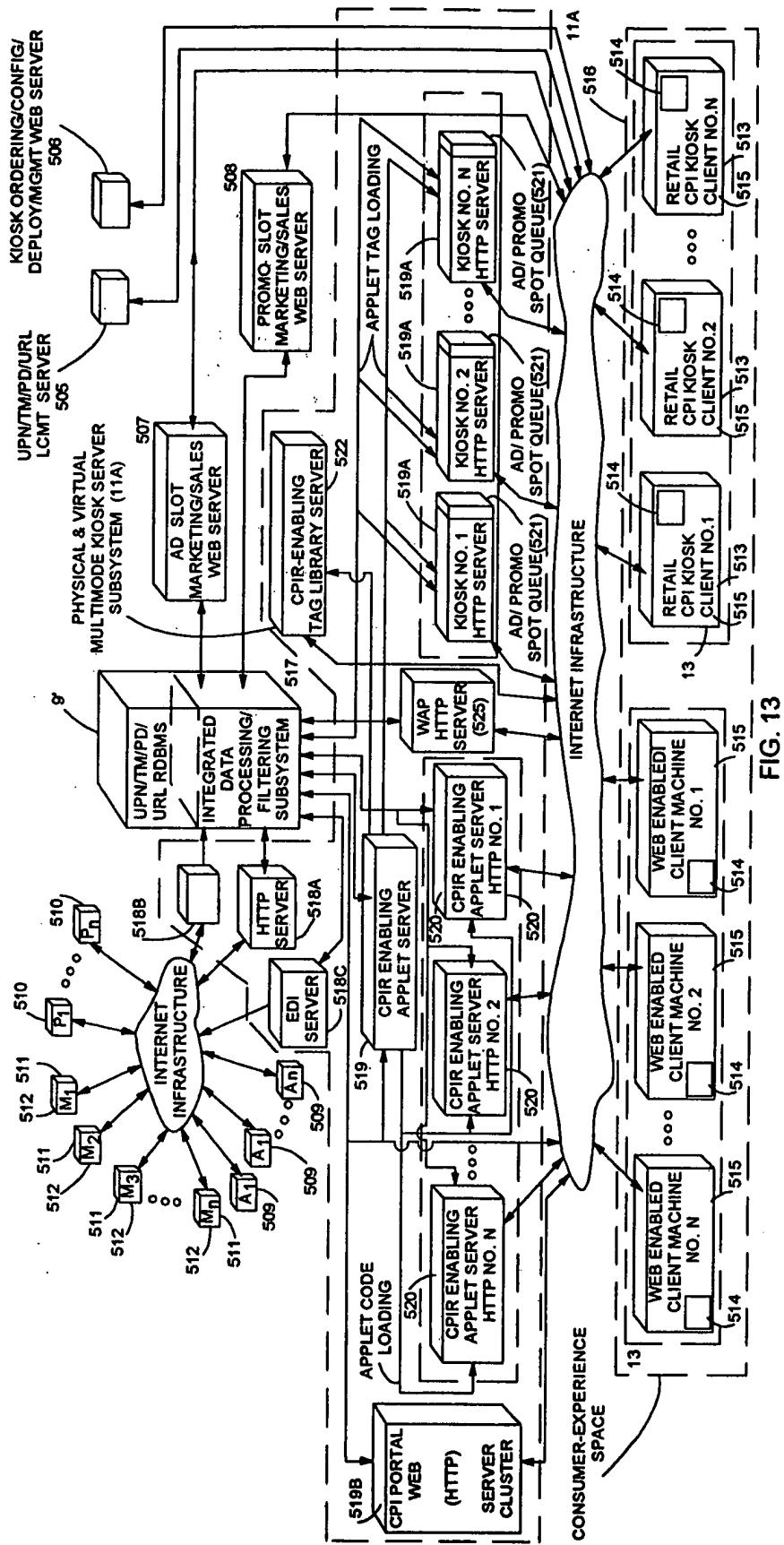


FIG. 12

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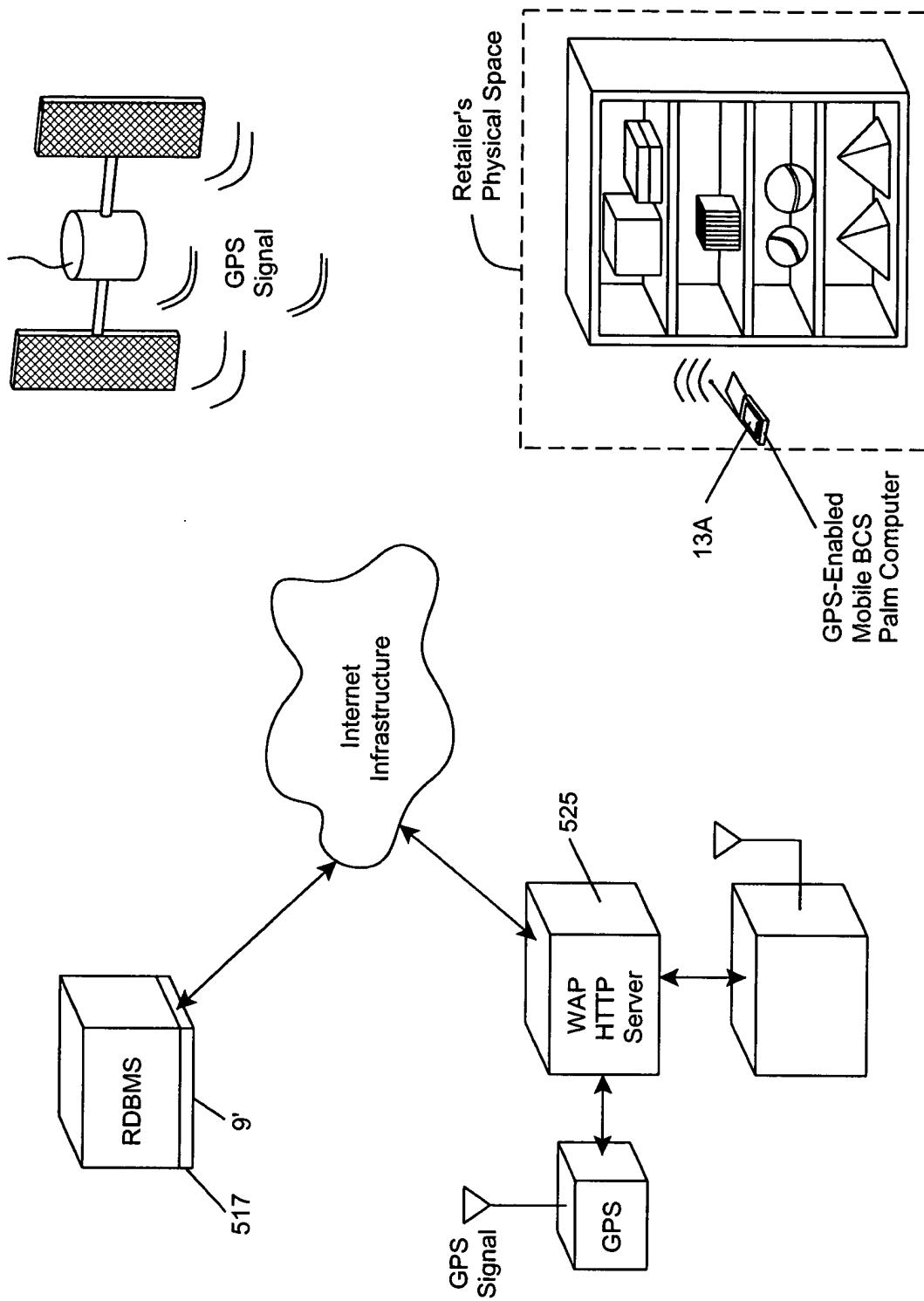


FIG. 14

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Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

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Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

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Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1

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URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

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Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

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Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

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Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K

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Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

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Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

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Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

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Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

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Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

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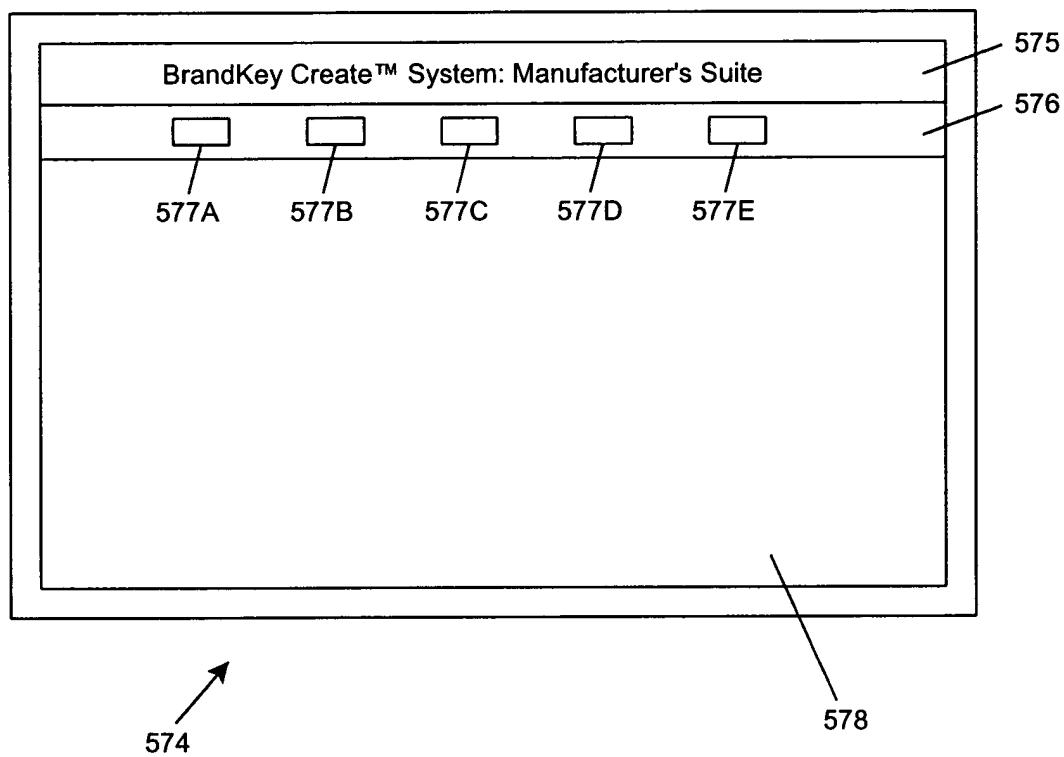


FIG. 16A

135/939

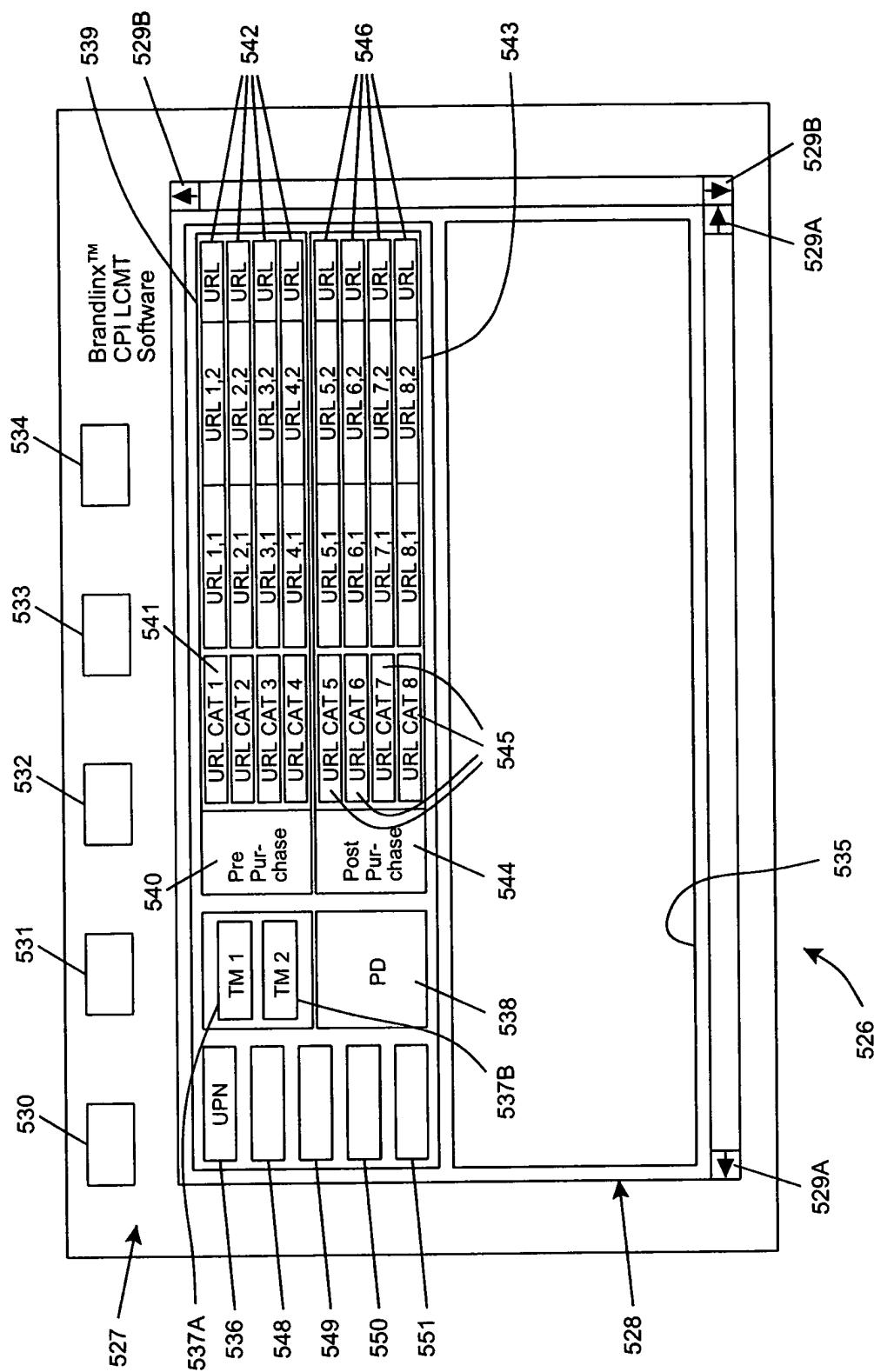


FIG. 17

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Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

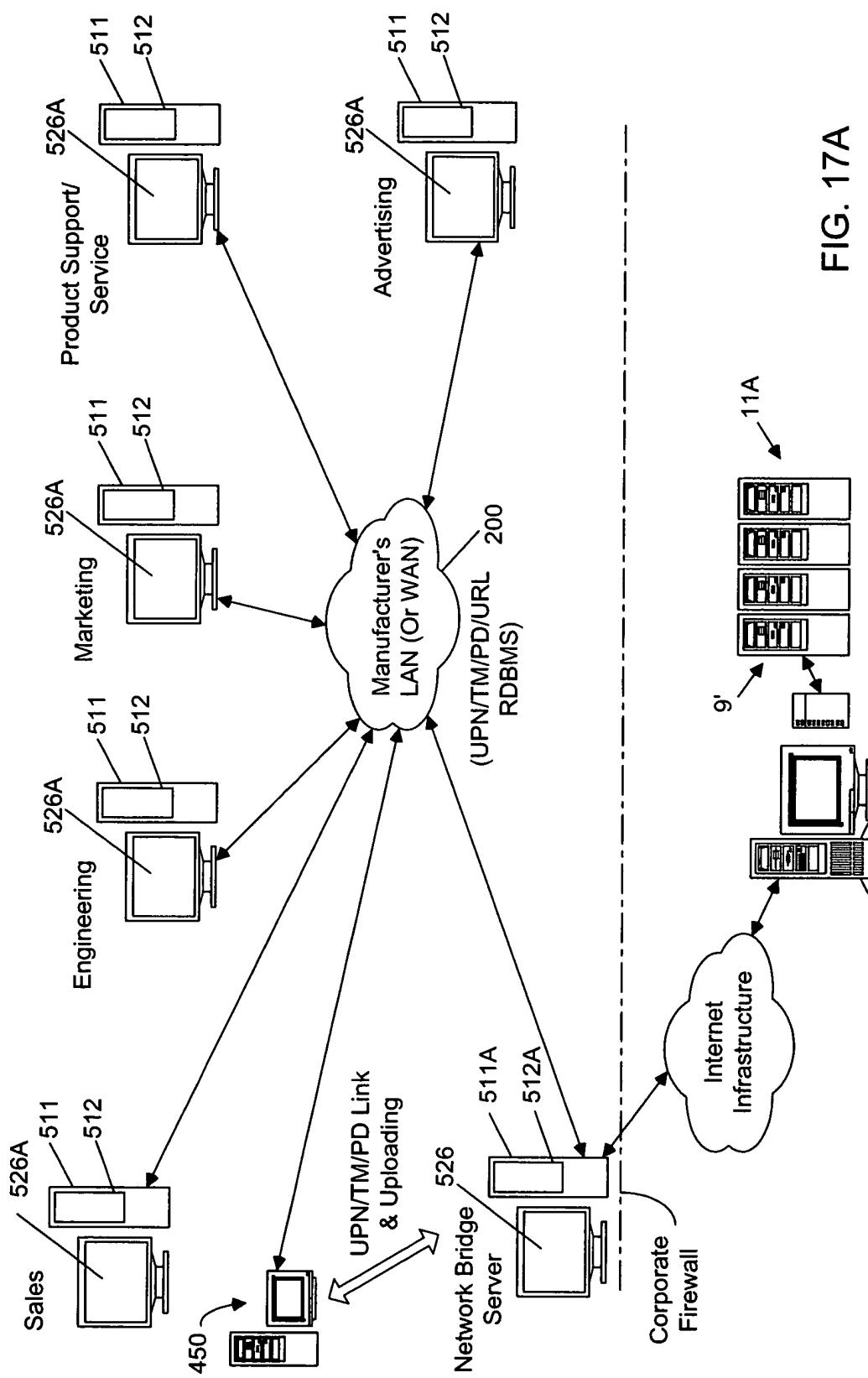


FIG. 17A

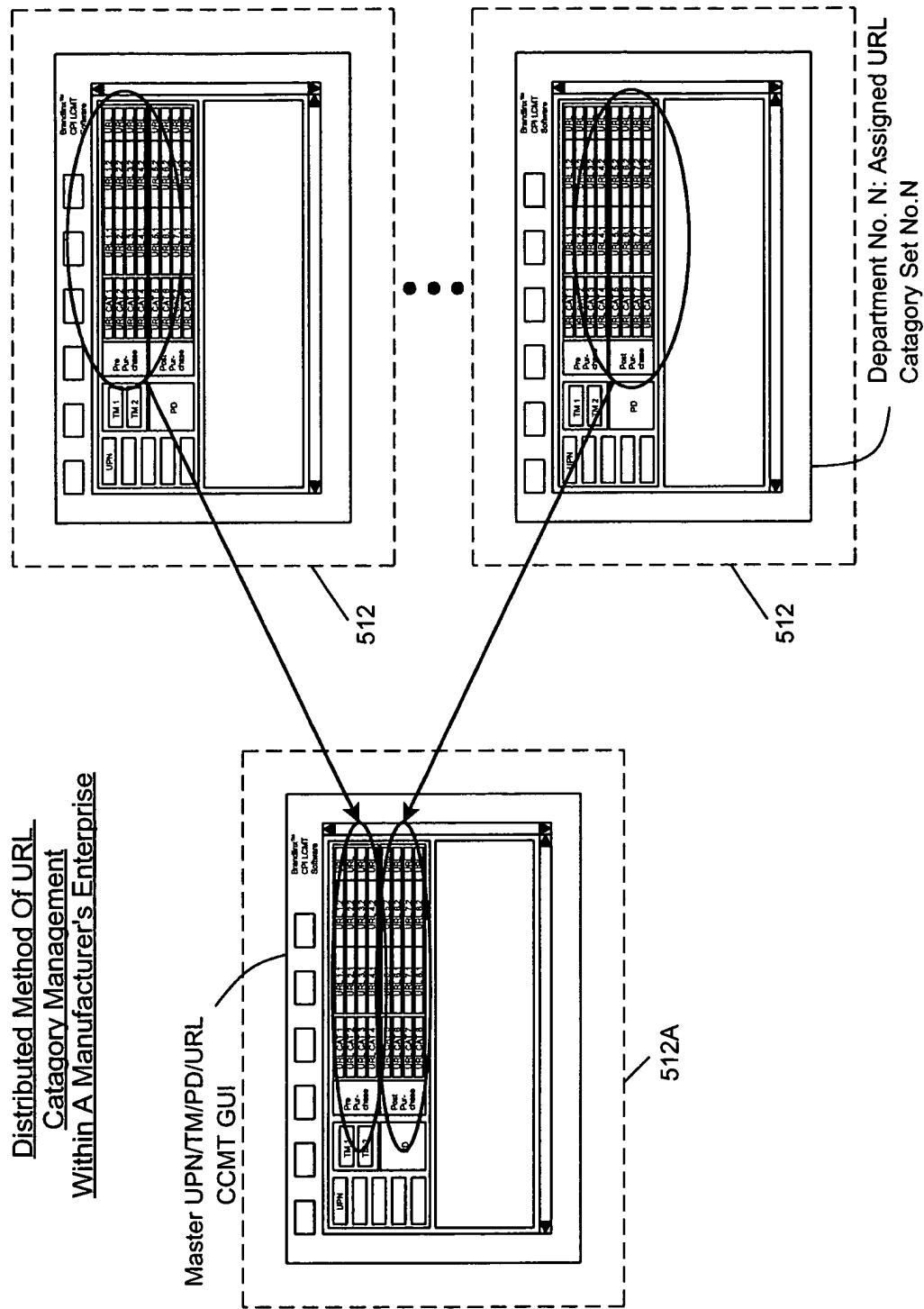


FIG. 17B

138/939

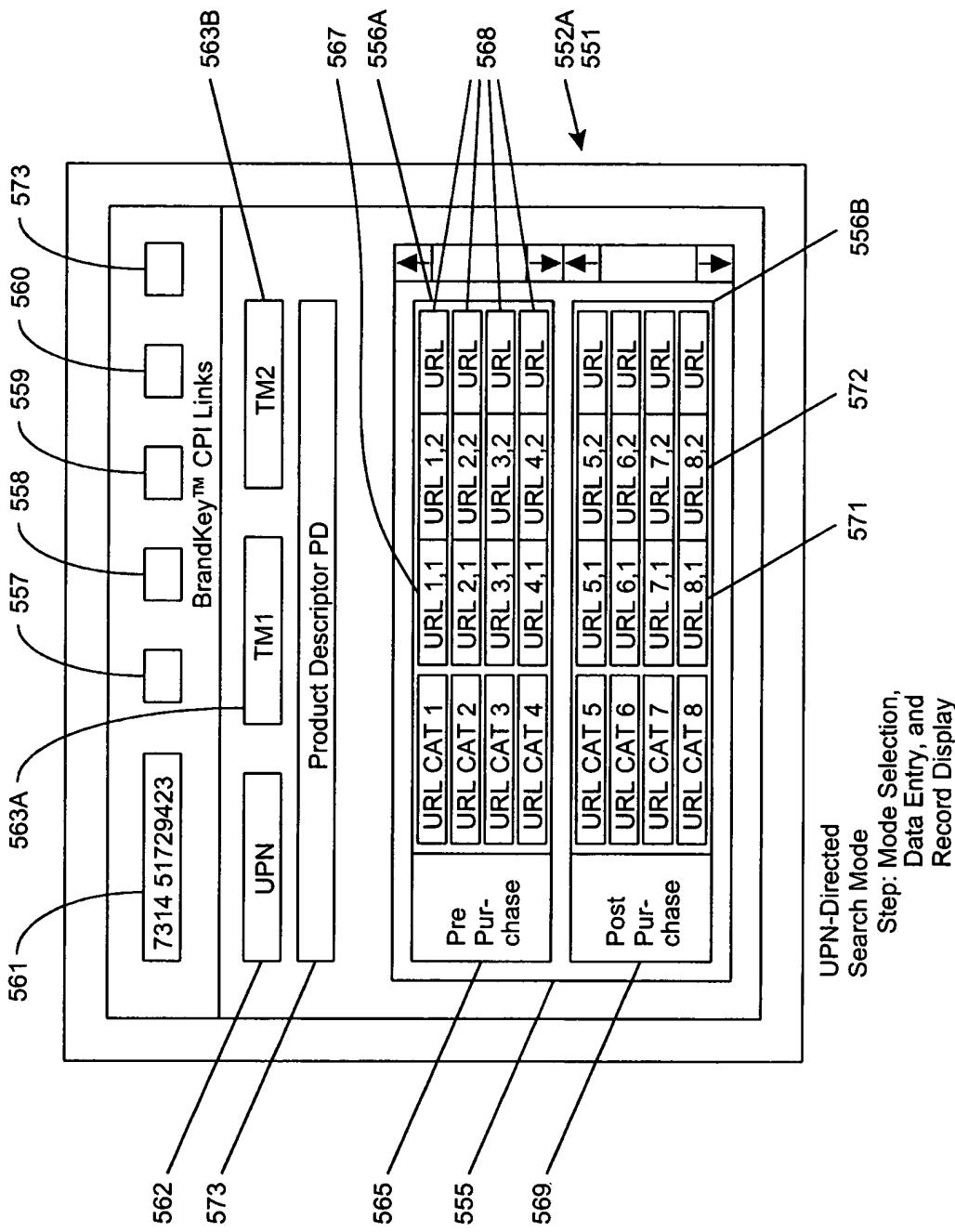
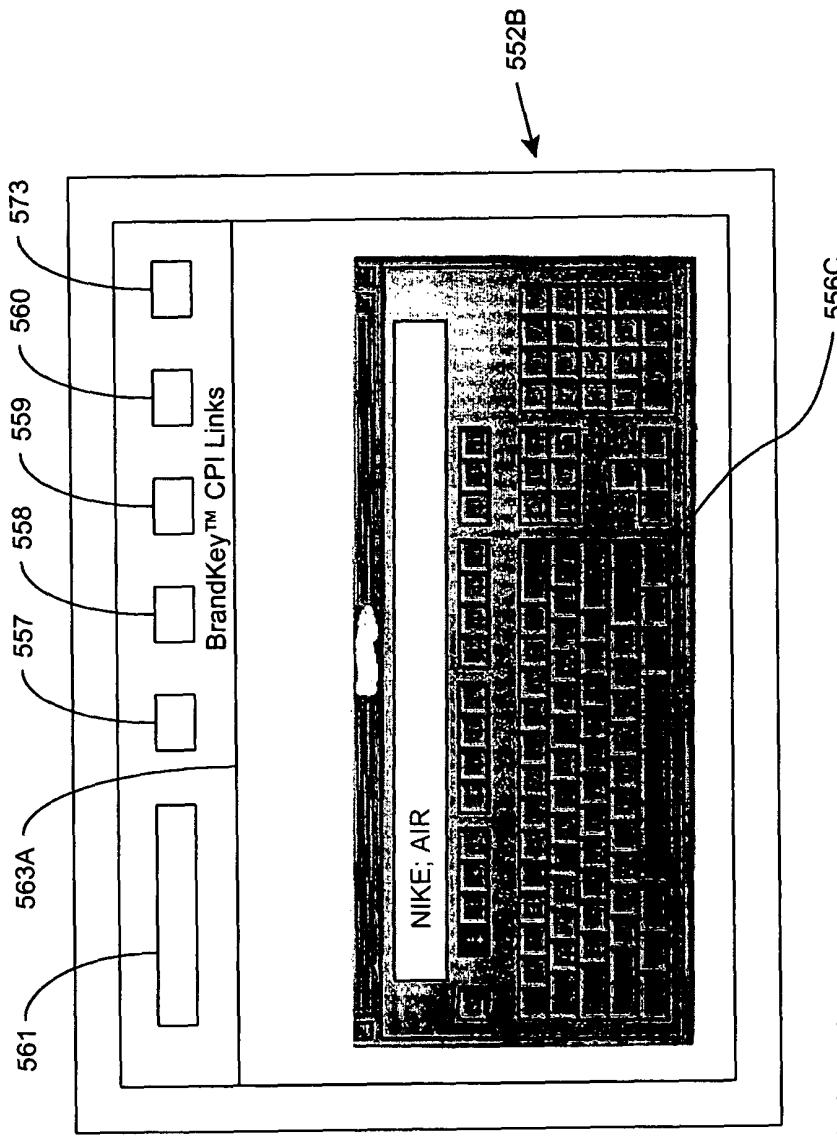


FIG. 18A

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TM-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18B1

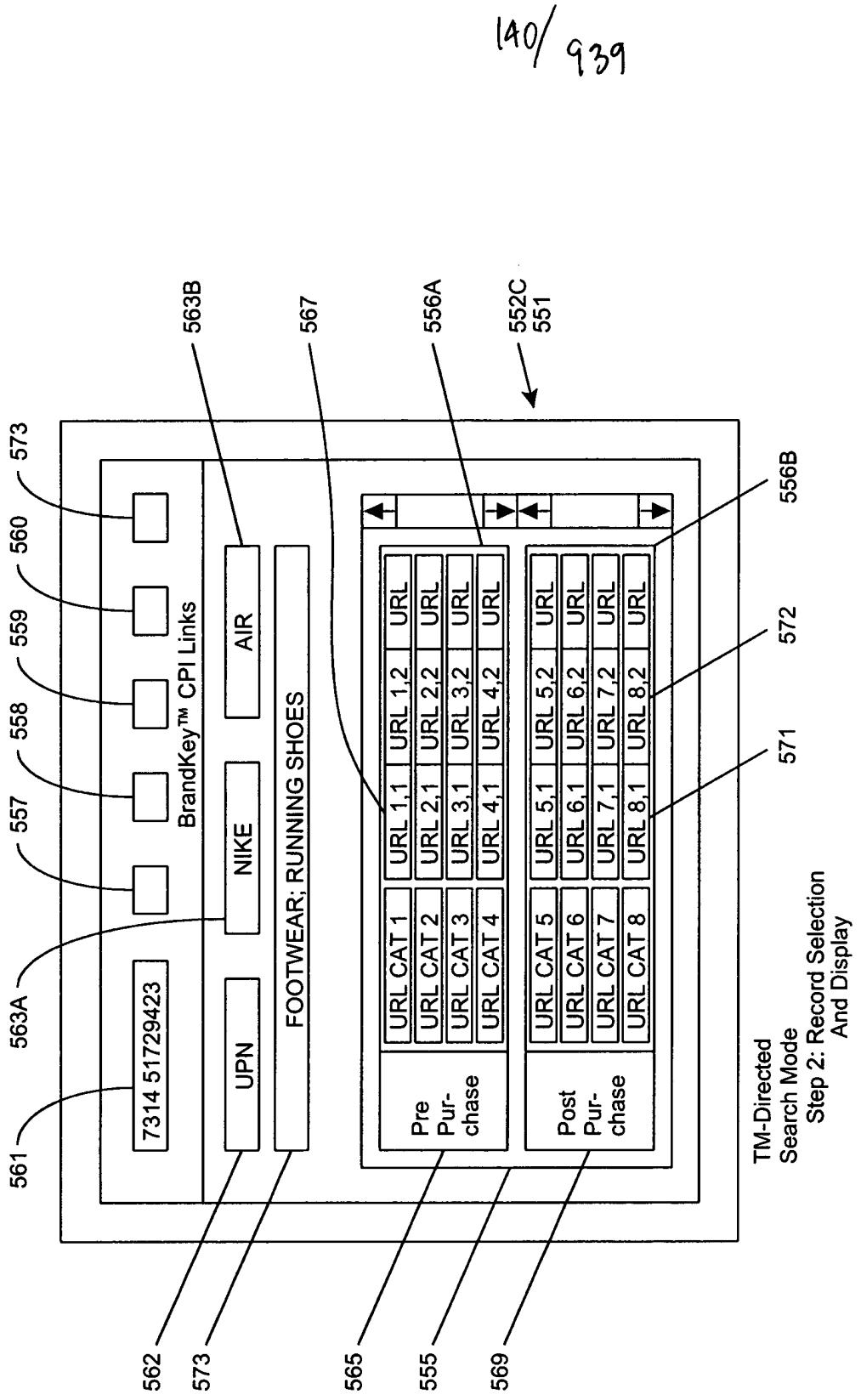
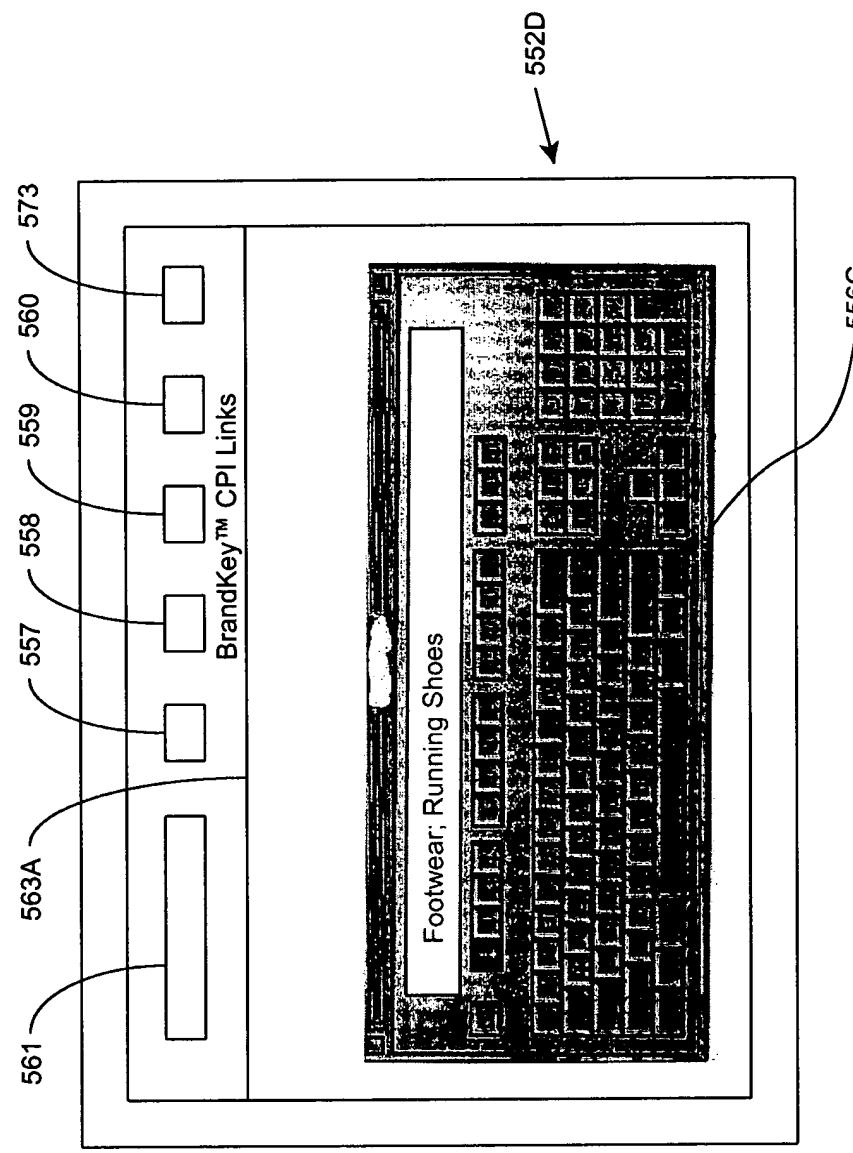


FIG. 18B2

1A1/939



PD-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18C1

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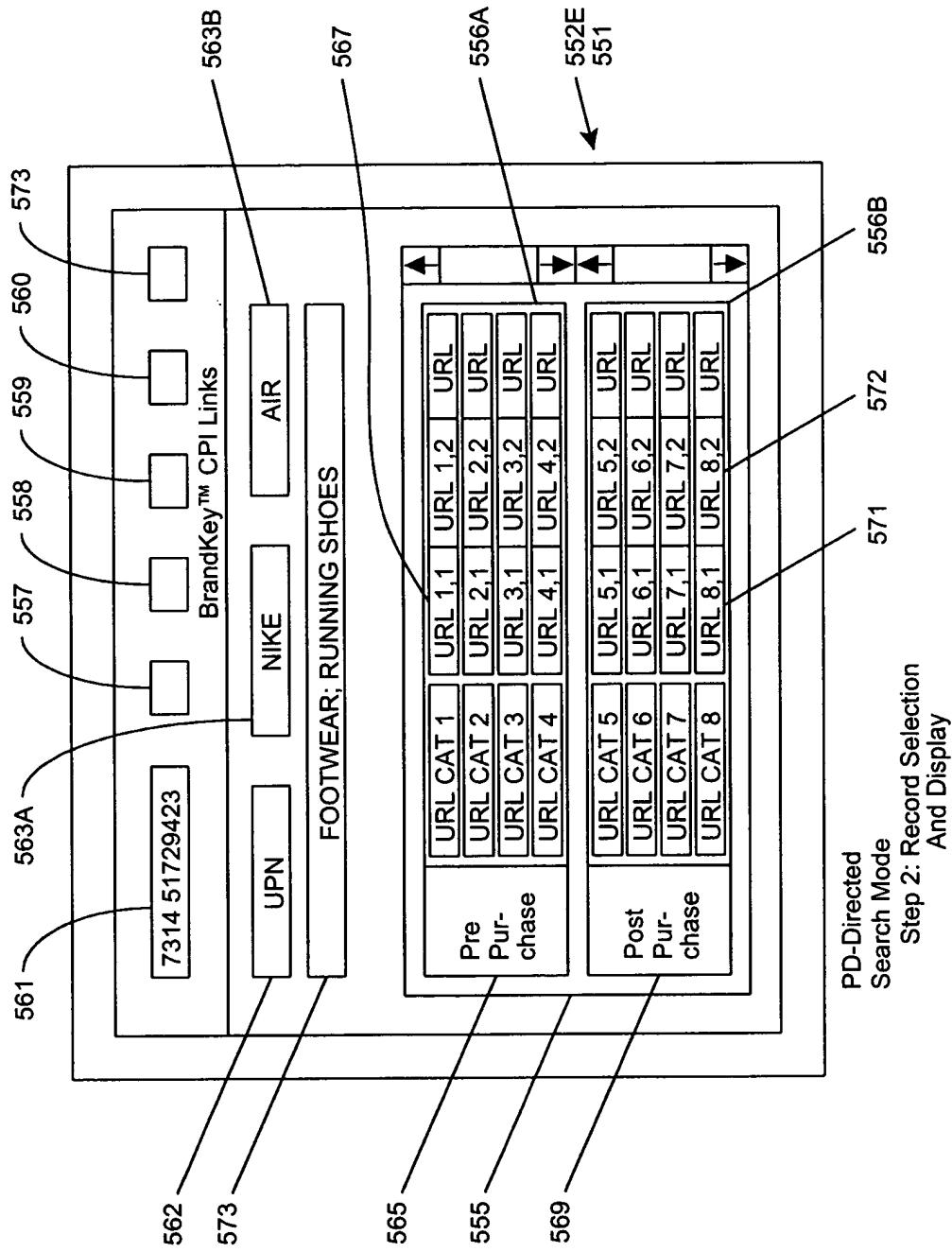


FIG. 18C2

1A3|939

Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

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Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
 - Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customize Of Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B

1A5/939

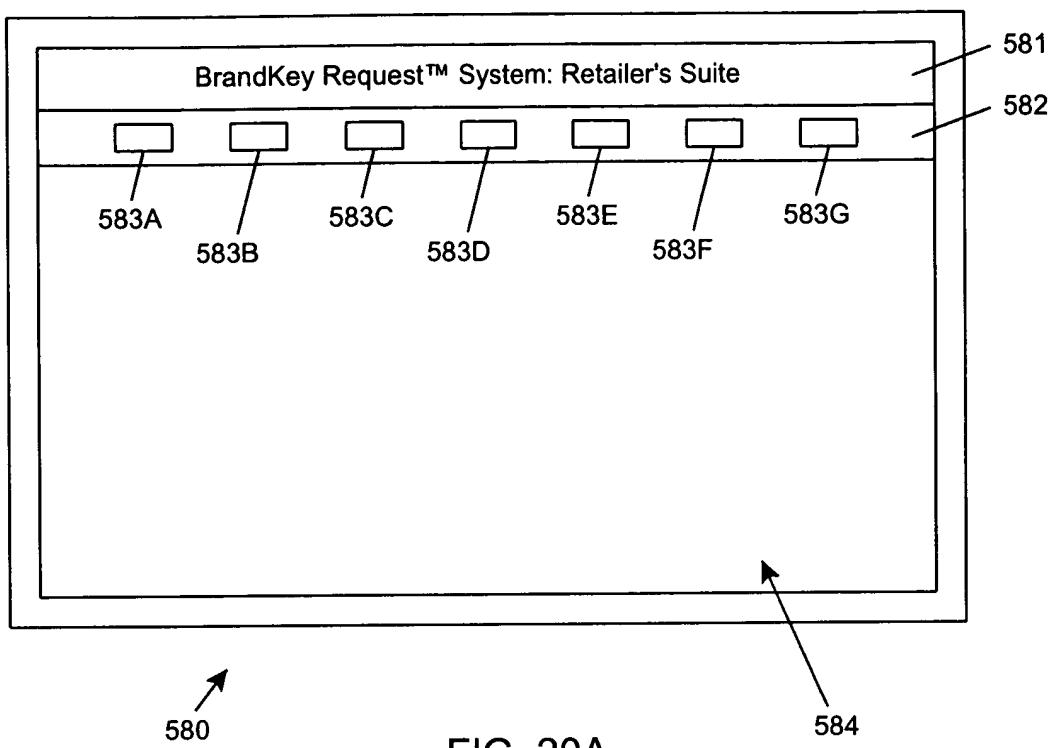


FIG. 20A

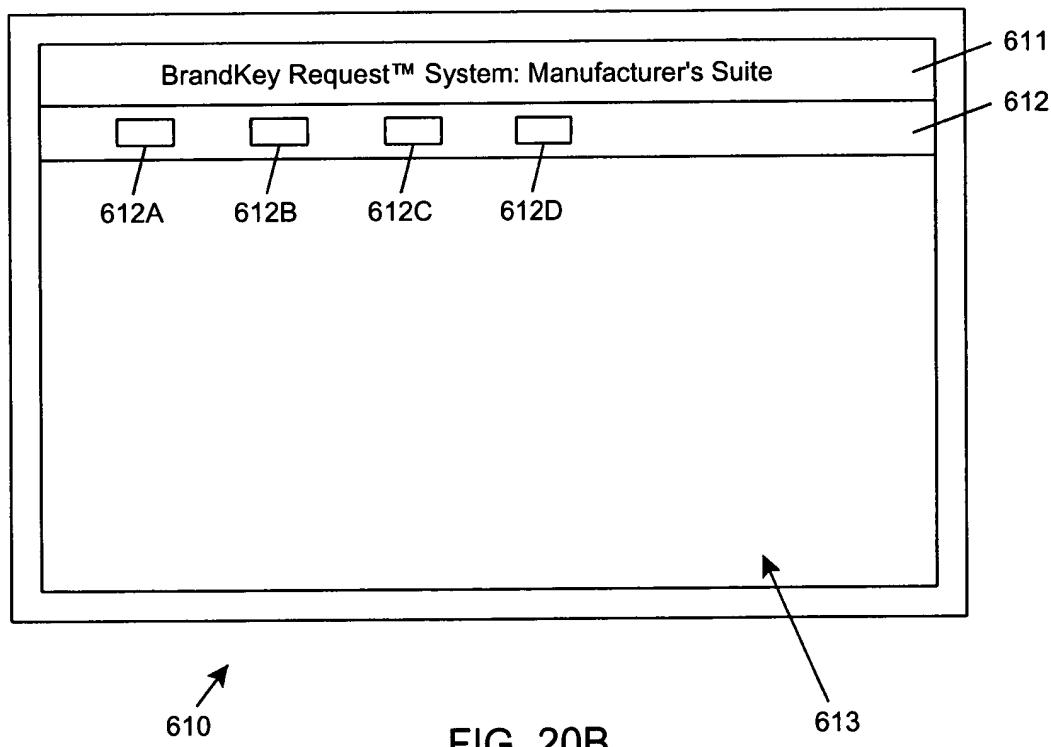


FIG. 20B

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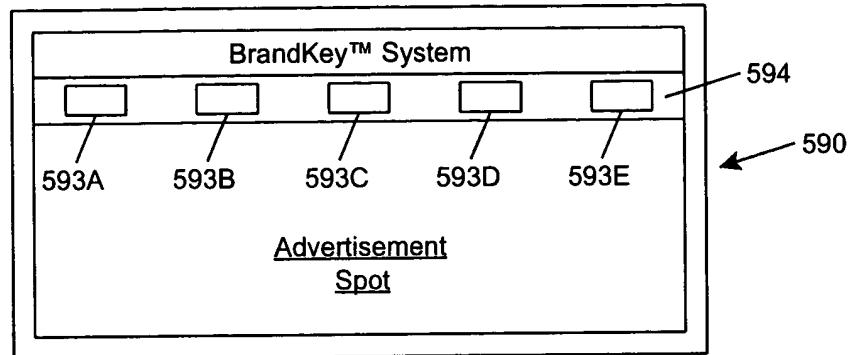


FIG. 21A

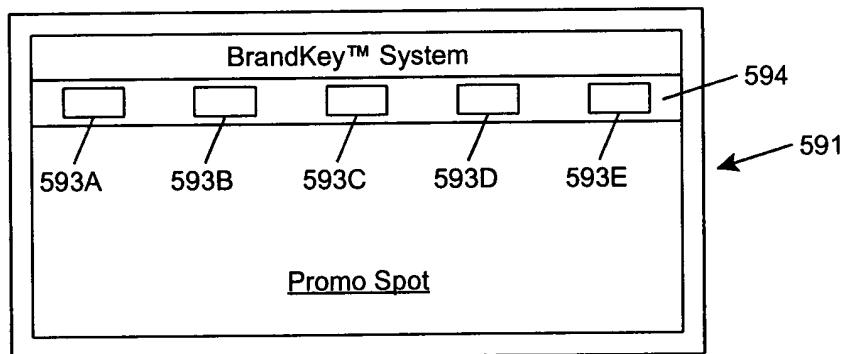


FIG. 21B

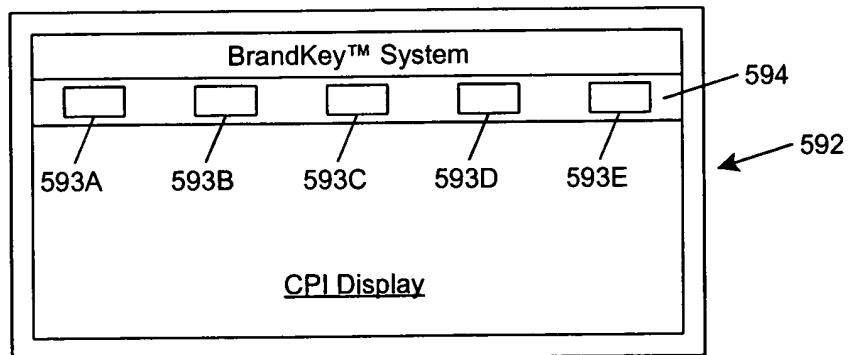


FIG. 21C

1A7/939

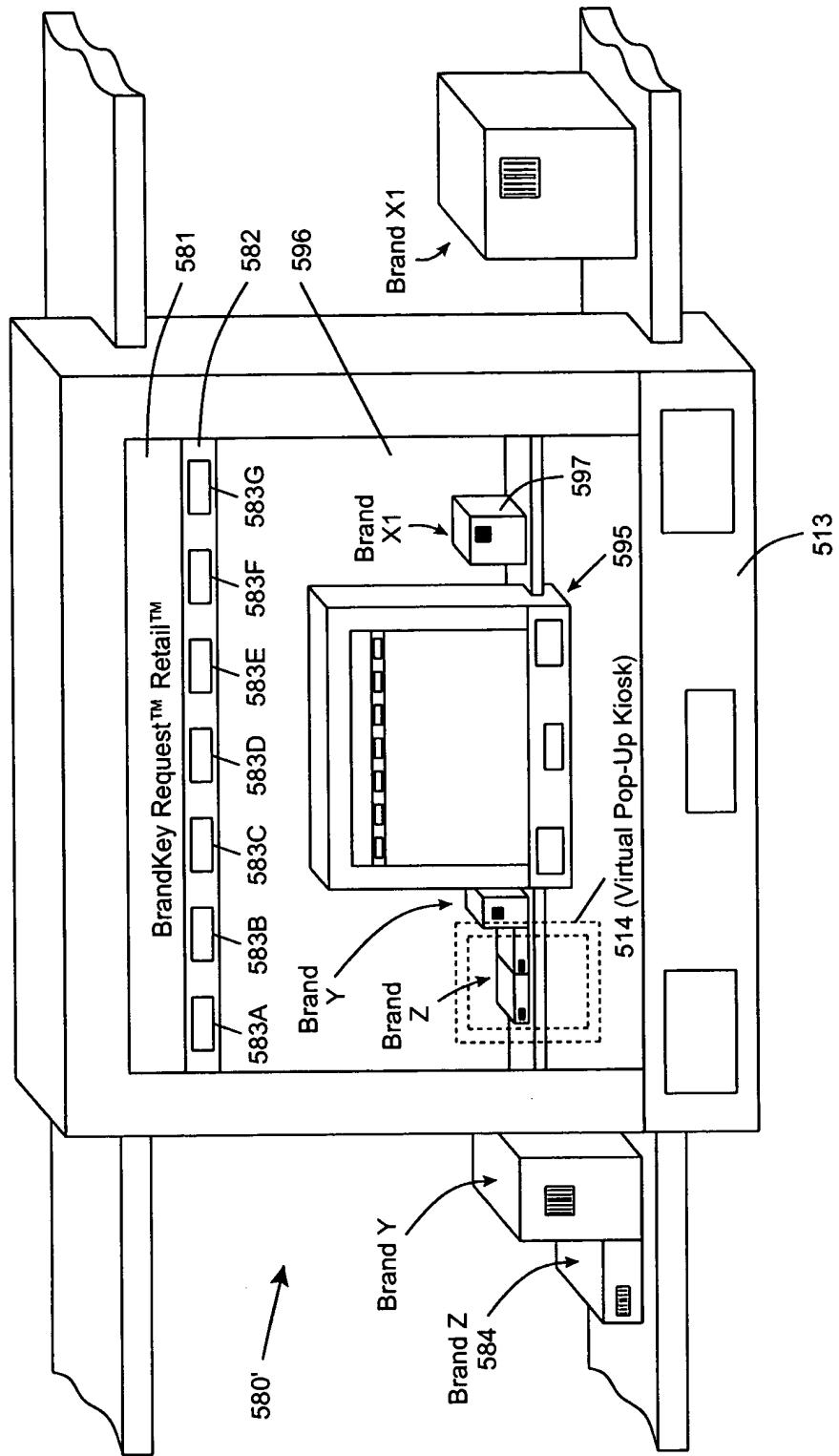


FIG. 22

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"Manufacturer Aisle/Shelf Right/Privilege Registration"

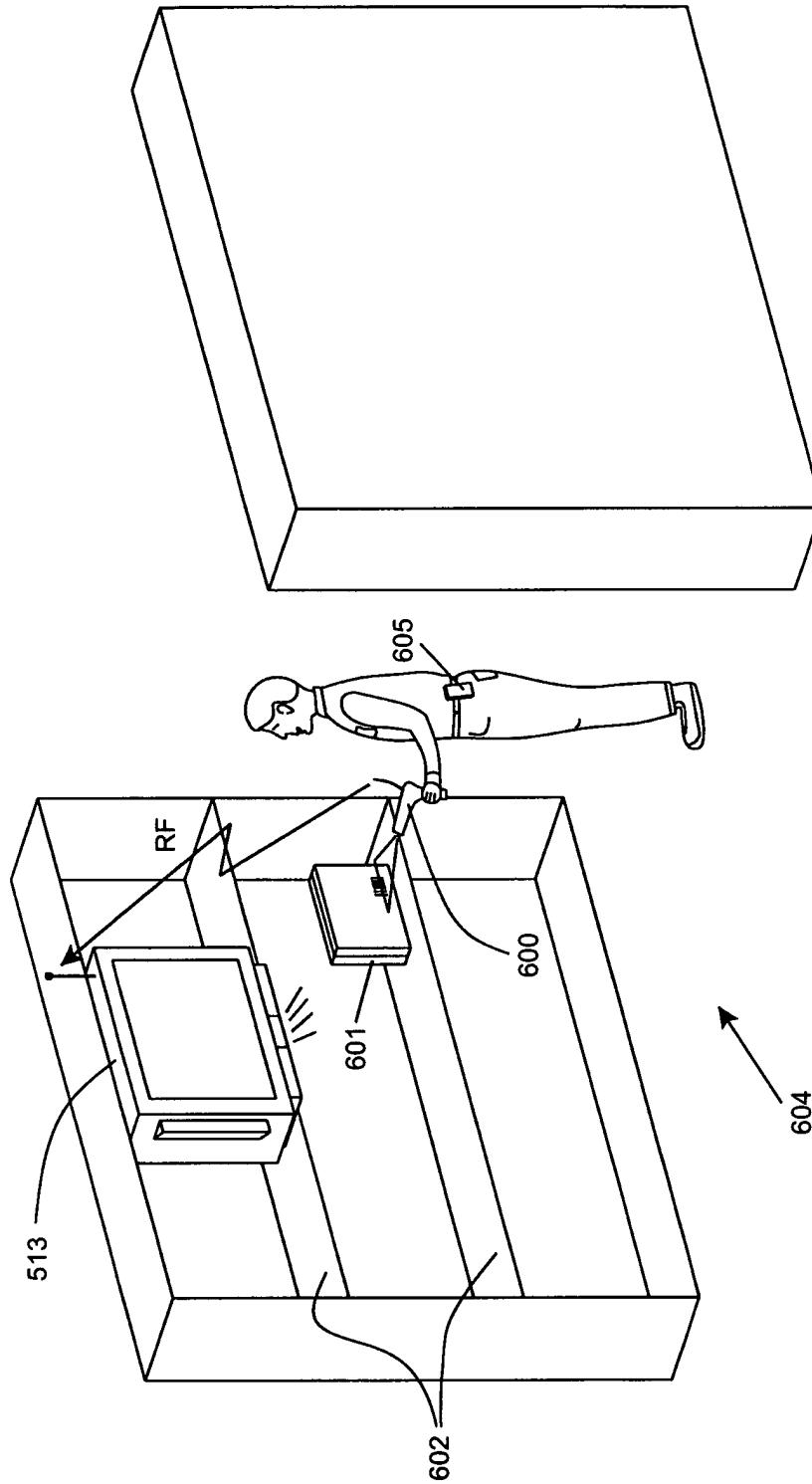


FIG. 23

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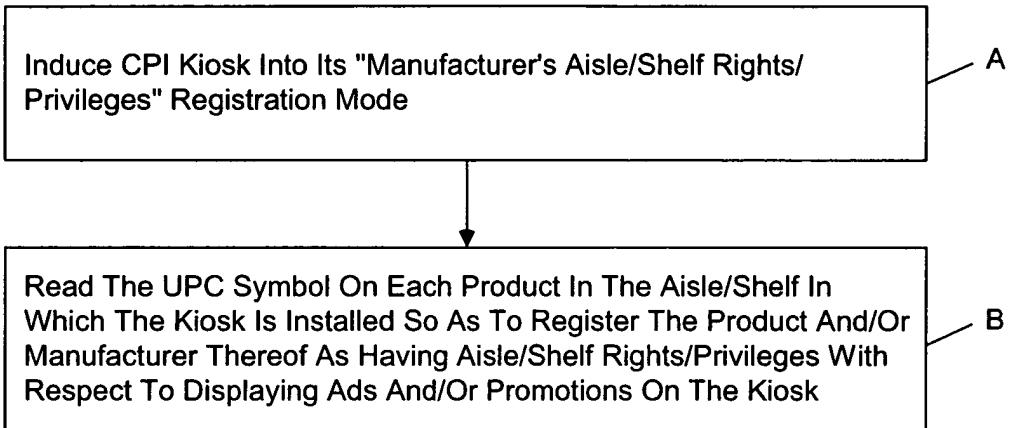


FIG. 24A

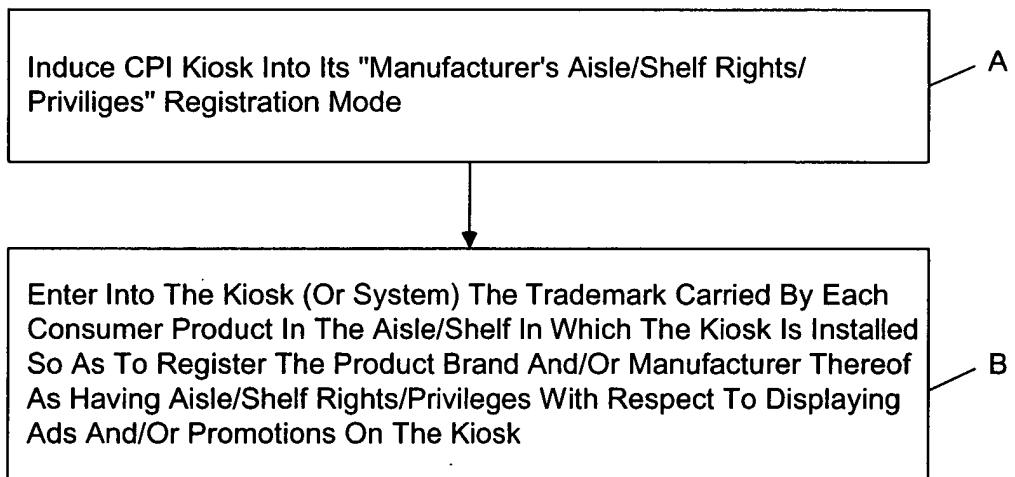


FIG. 24B

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Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Physical Retailer-Based CPI Kiosks In Accordance
With The Principles Of The Present Invention

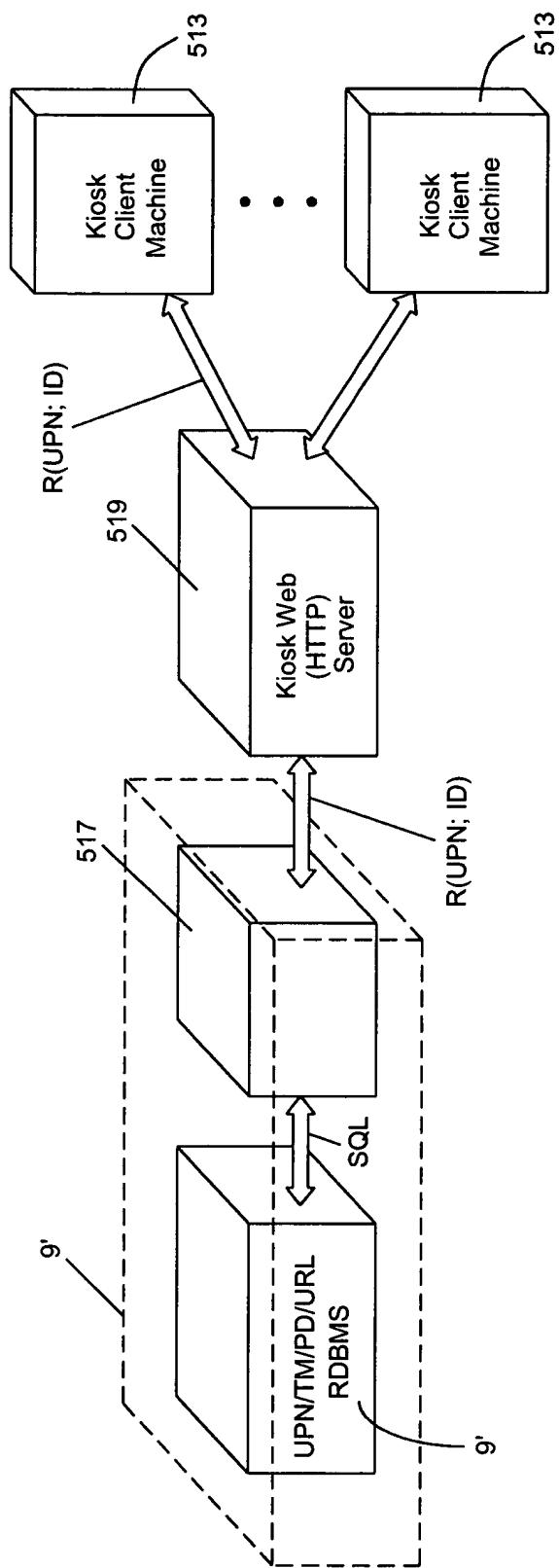


FIG. 25

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Data Filtering On CPI Requests Made From Physical
Kiosks Deployed In A Retailers Store

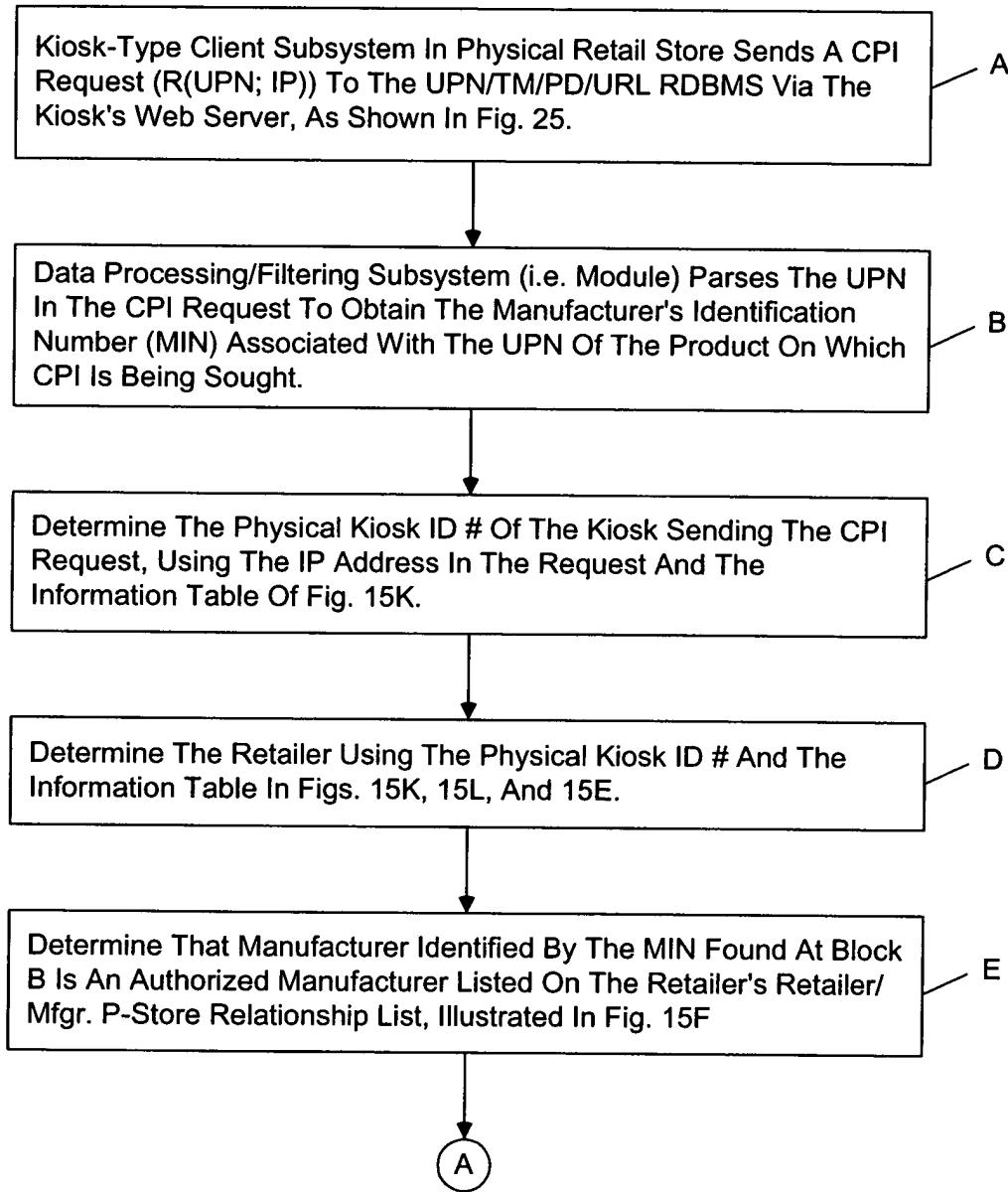


FIG. 26A

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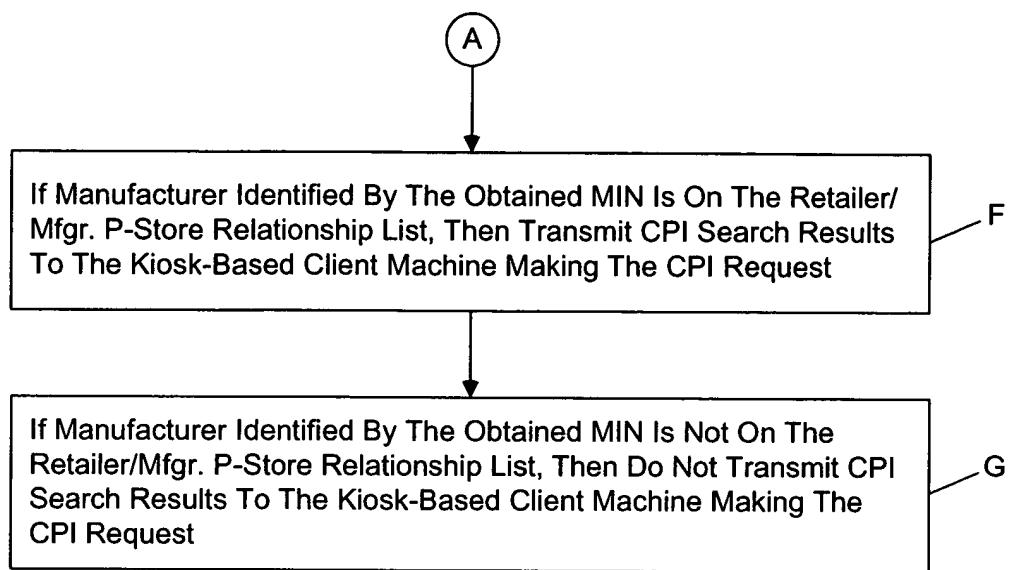


FIG. 26B

Data-Processing Method Carried Out On CPI Requests Made By
Consumers From Virtual-Type Retailer-Based CPI Kiosks In
Accordance With The Principles Of The Present Invention

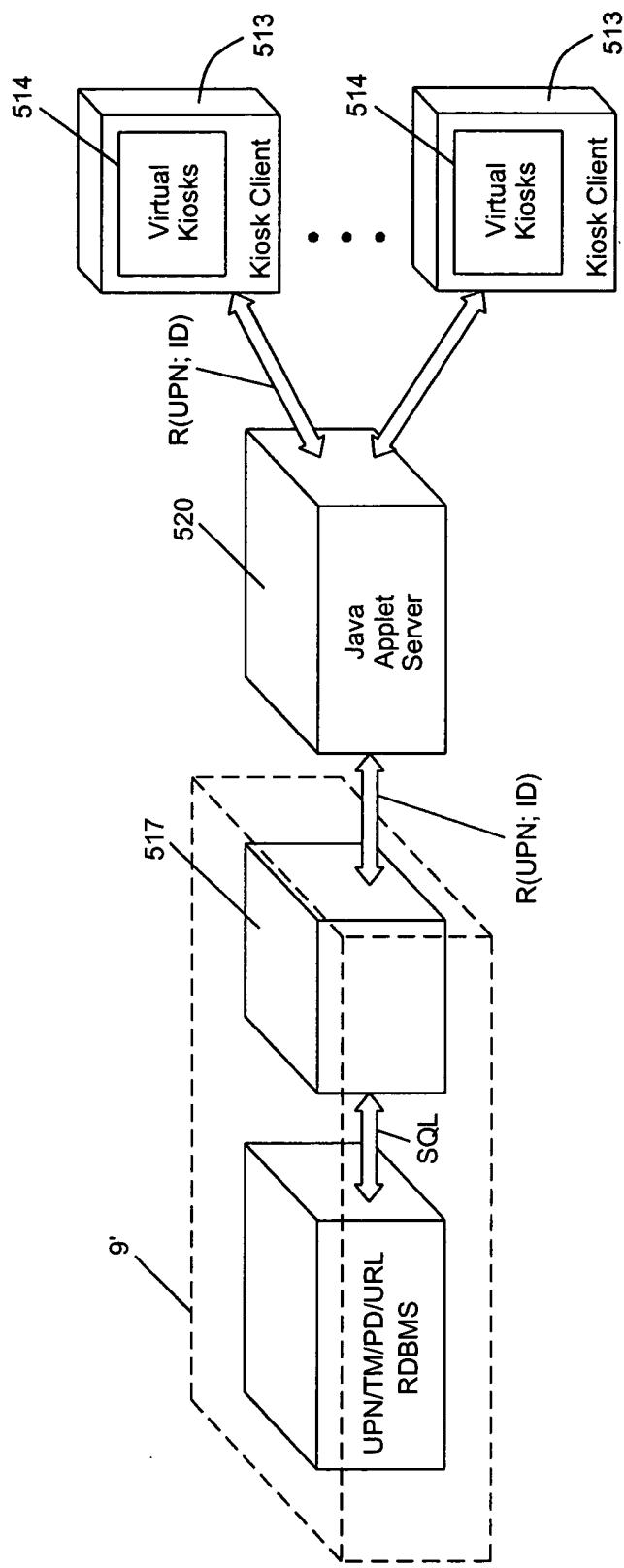


FIG. 27

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Data Filtering On CPI Requests Made From Virtual (Applet-Enabled) Kiosks Deployed At An E-Tailers WWW Site Or E-Store

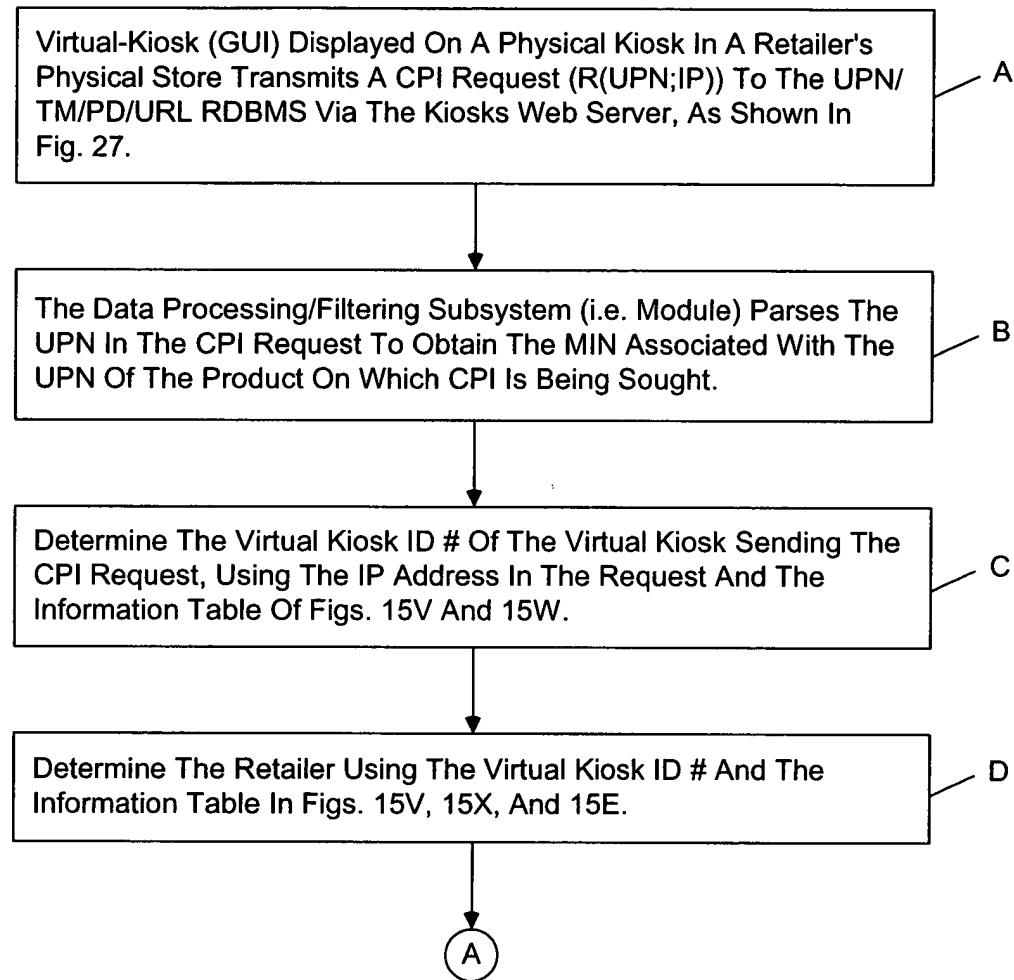


FIG. 28A

155/q39

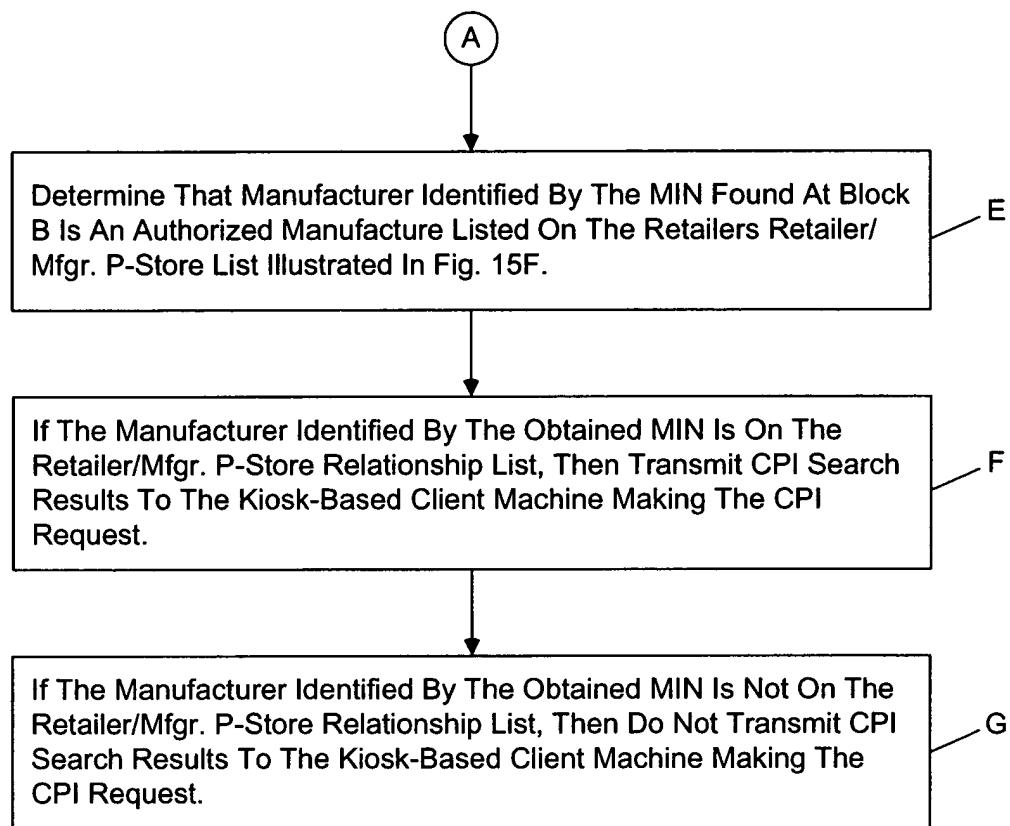


FIG. 28B

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

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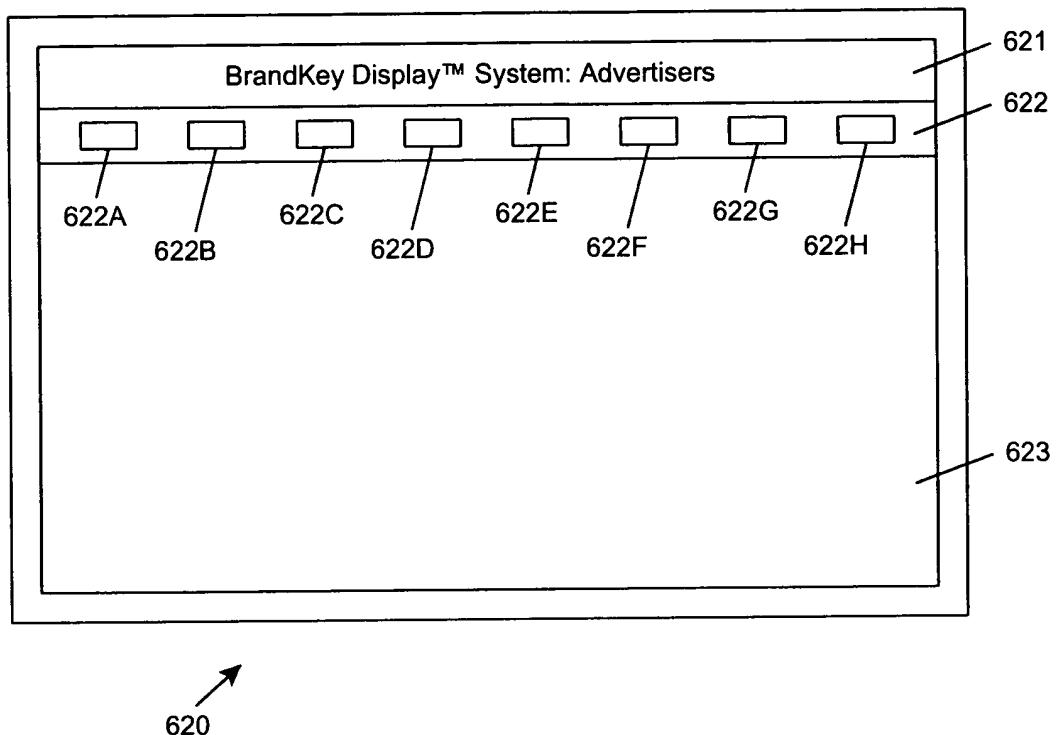


FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

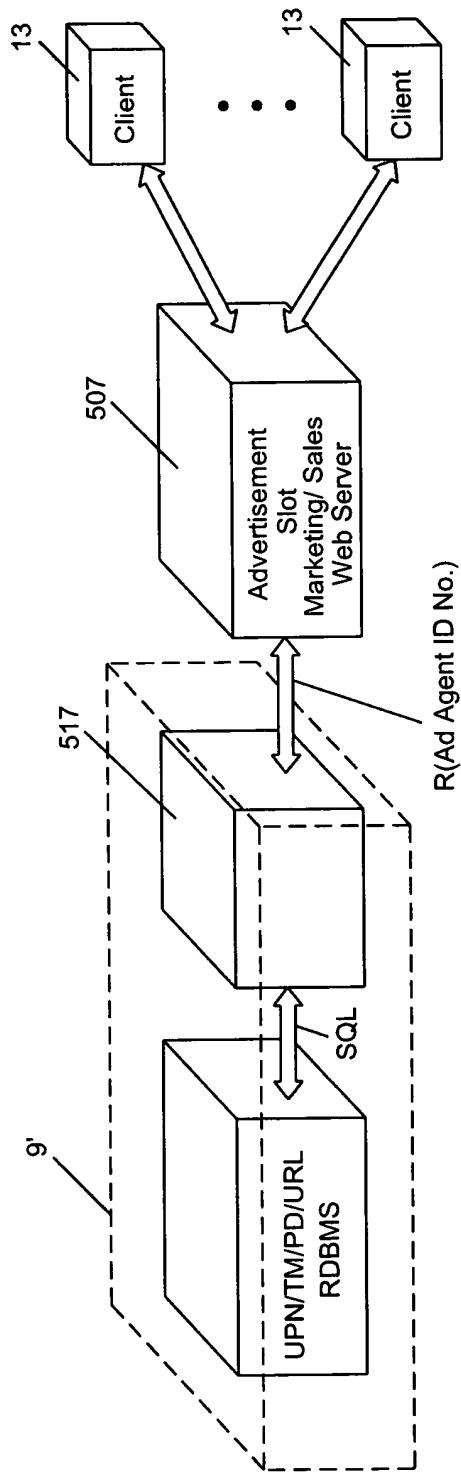


FIG. 31

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Data Processing Method For Generating A General Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

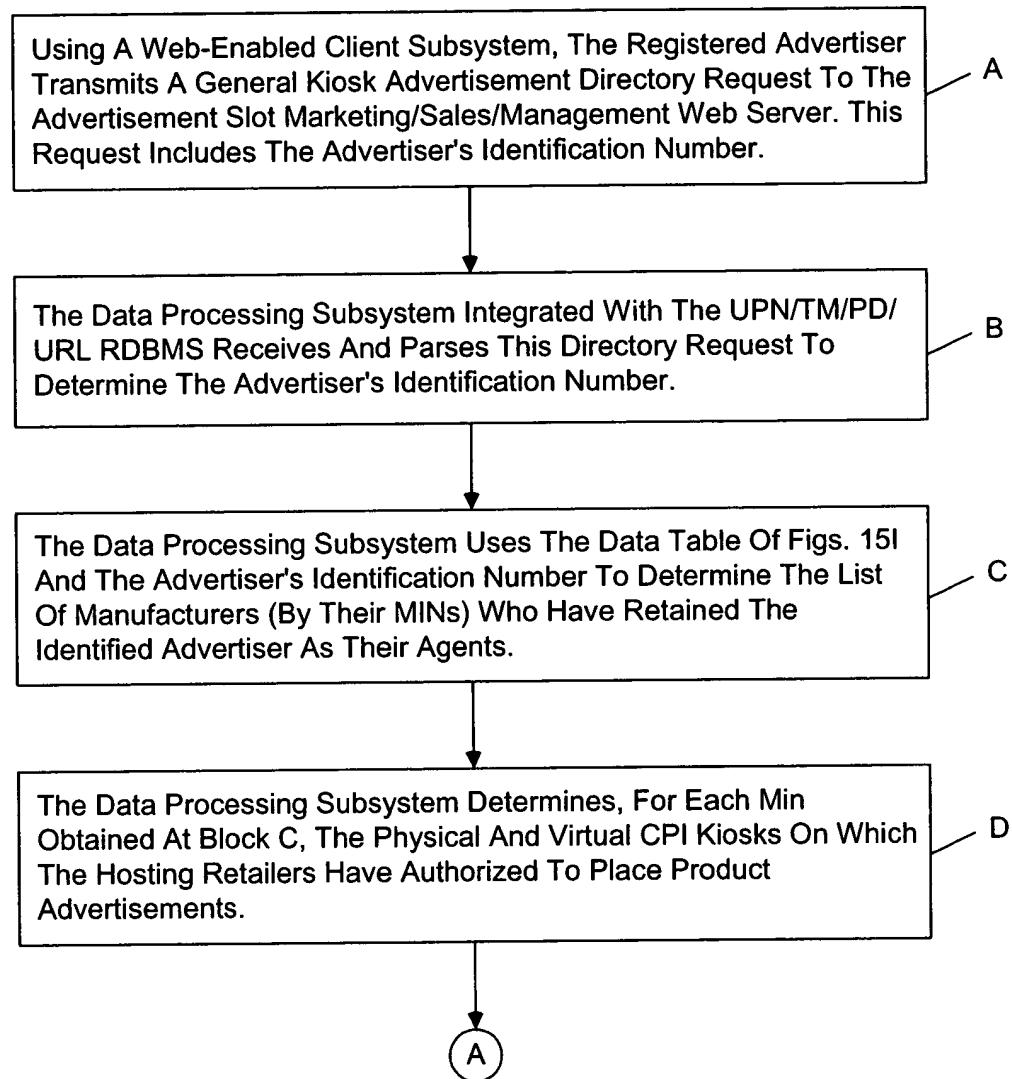


FIG. 32A

160 (939)

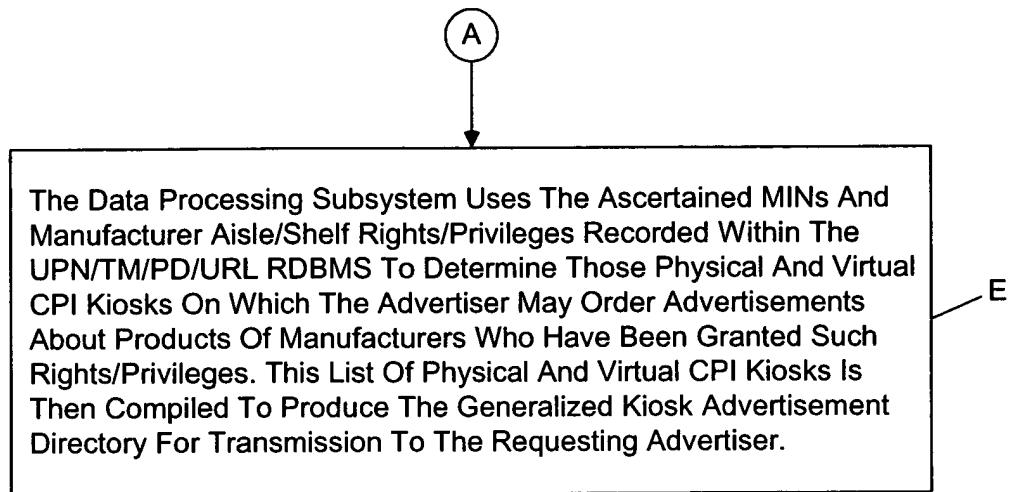


FIG. 32B

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Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

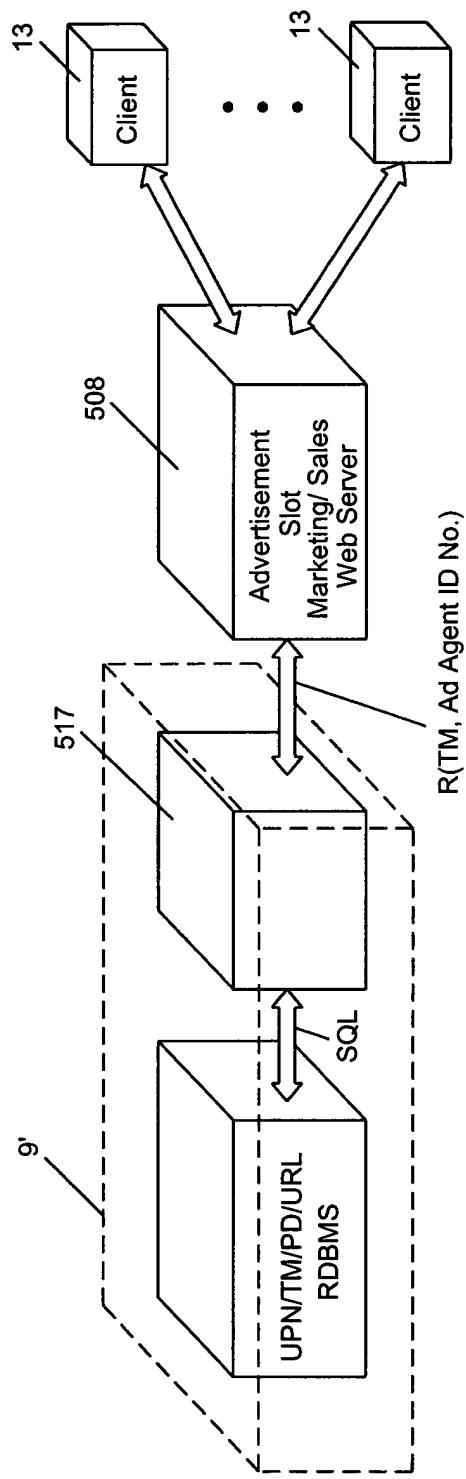


FIG. 33

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Data Processing Method For Generating A Brand Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

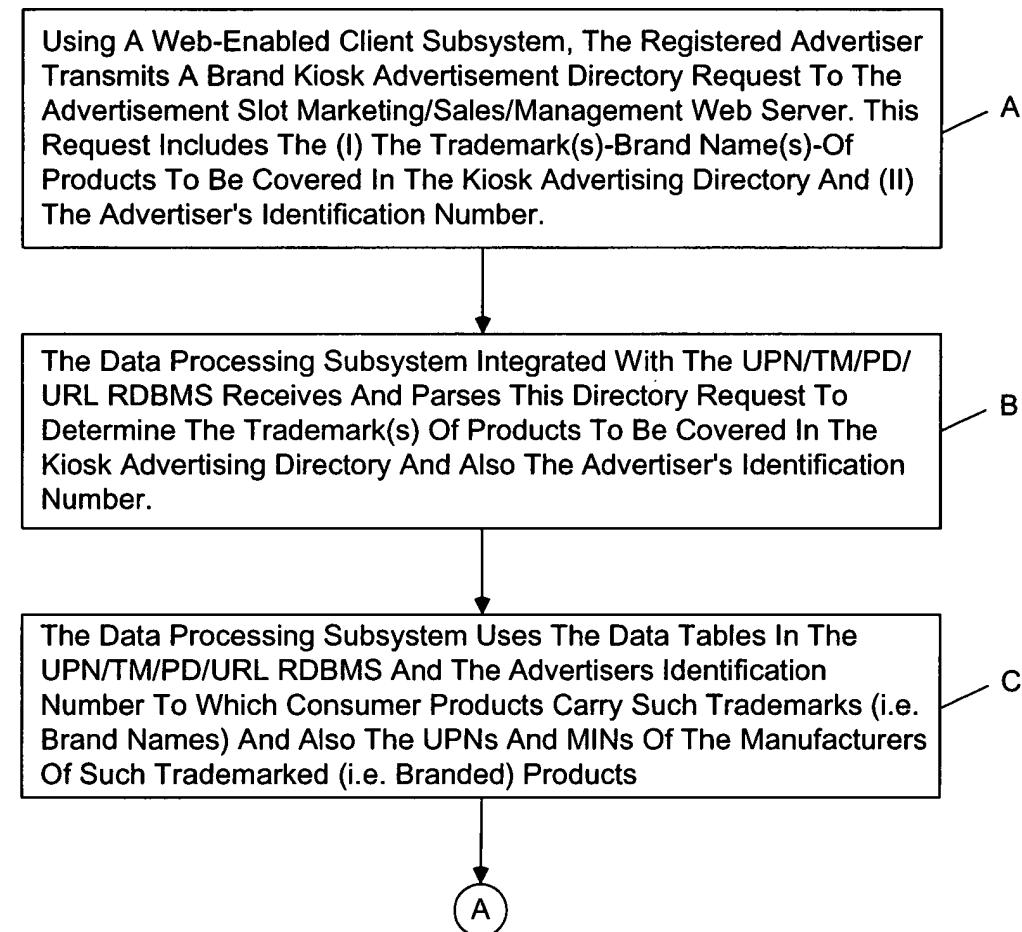


FIG. 34A

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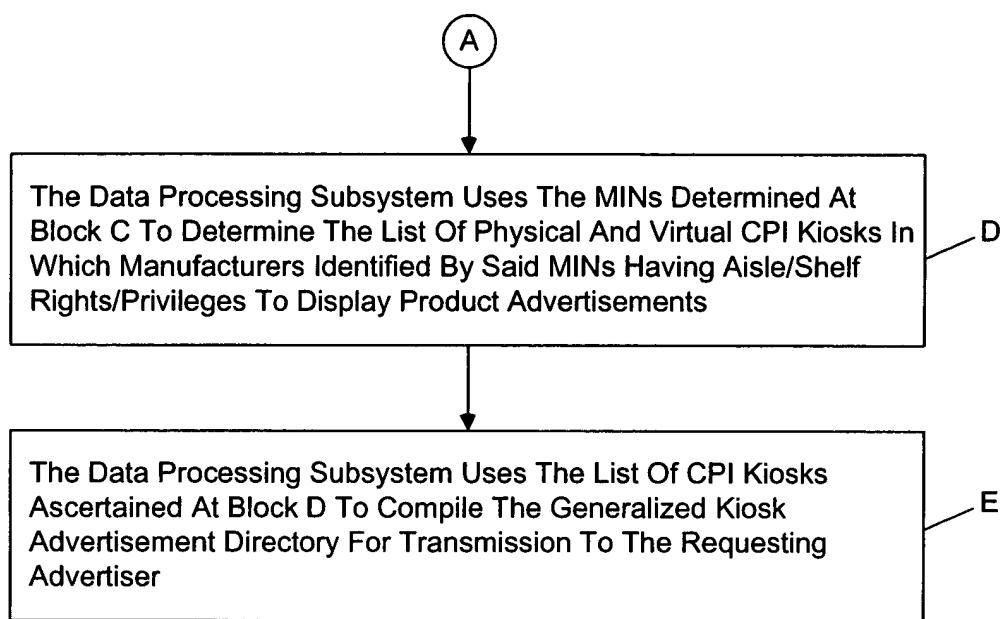


FIG. 34B

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Modes of Information Service in the Consumer Product Promotion Marketing,
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

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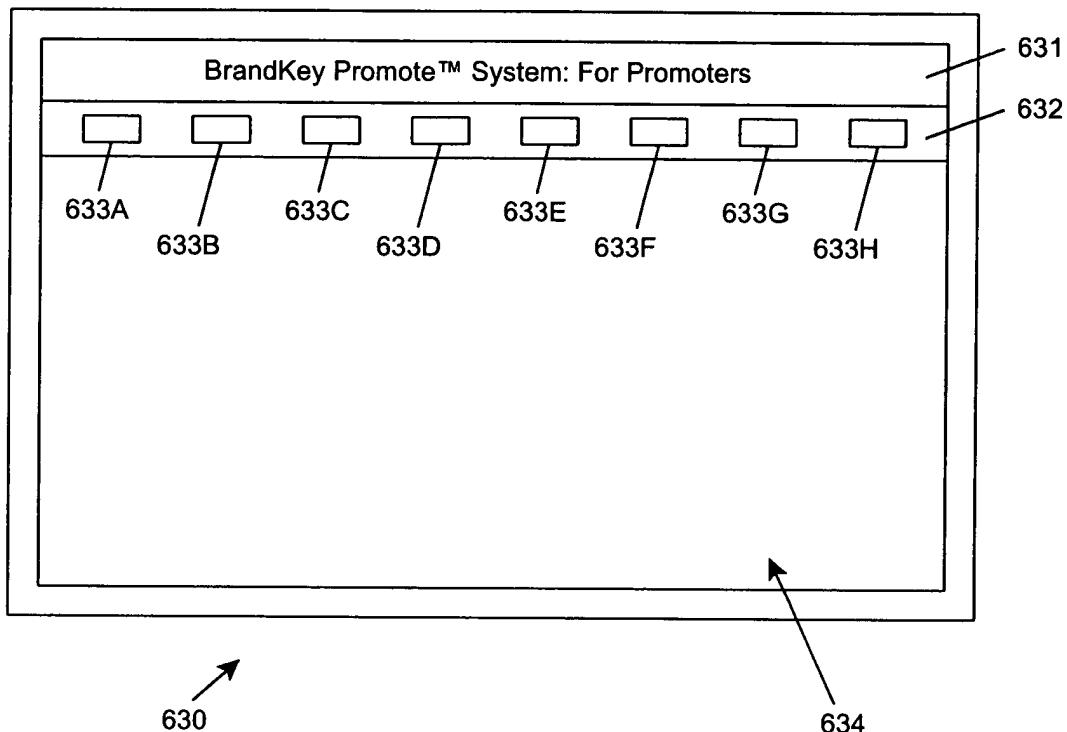


FIG. 36

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Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

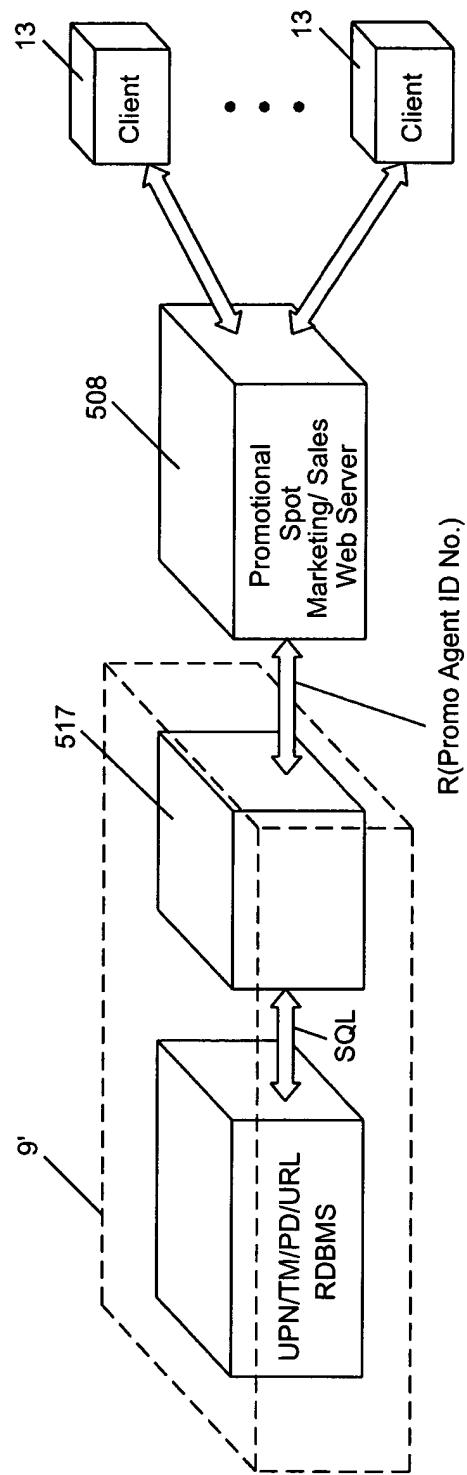


FIG. 37

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Data Processing Method For Generating A General Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promo Spot Orders For Execution And Display

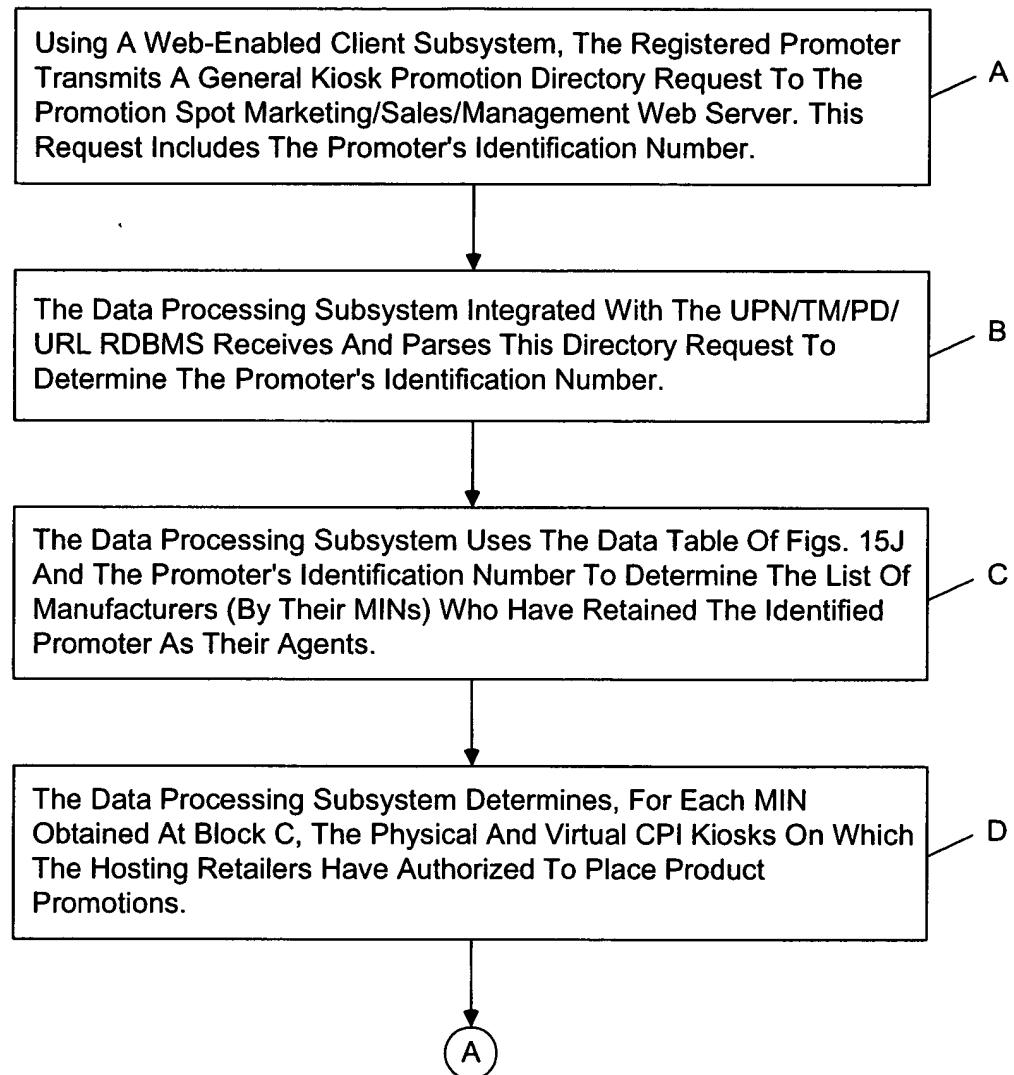


FIG. 38A

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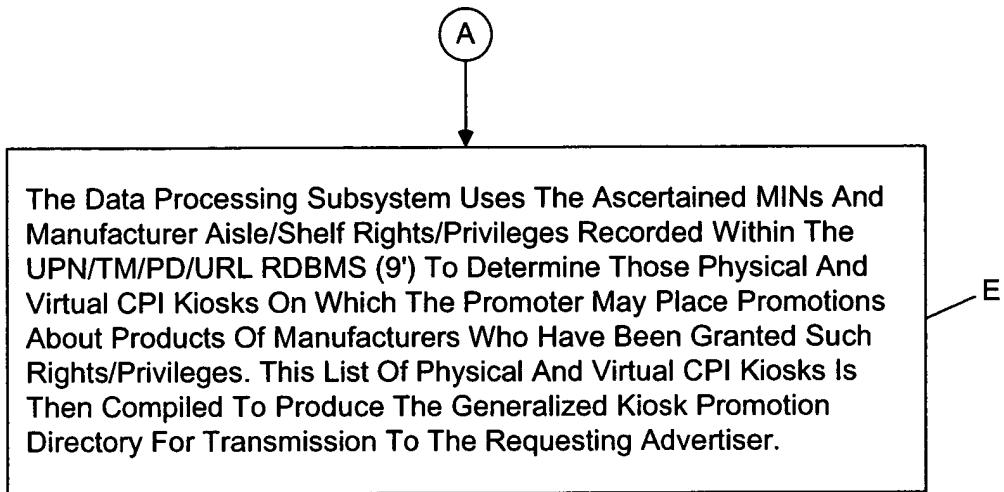


FIG. 38B

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Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

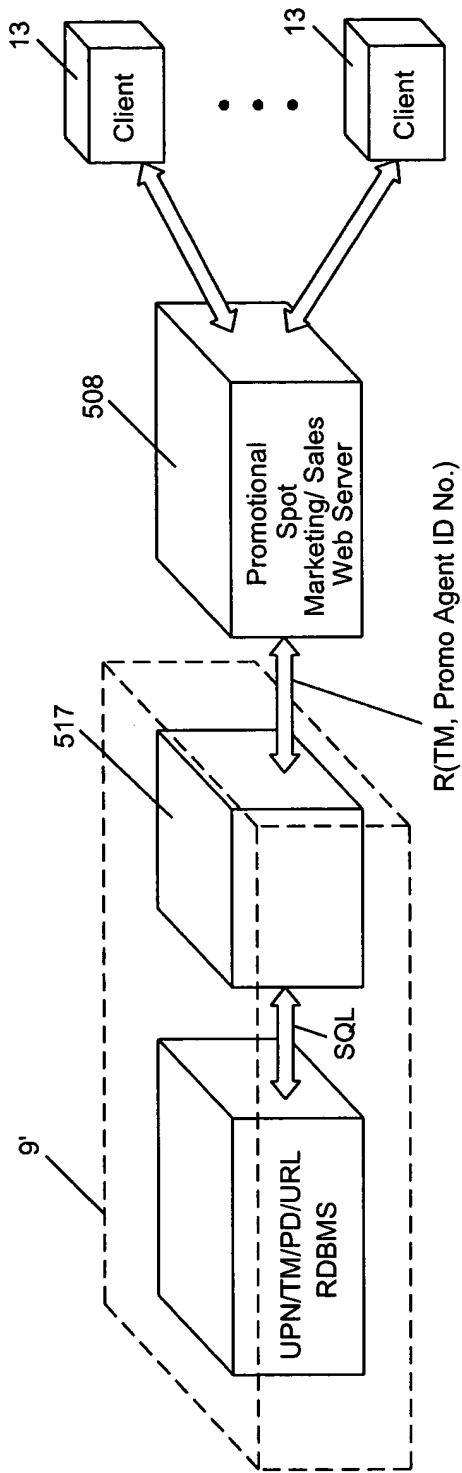


FIG. 39

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Data Processing Method For Generating A Brand Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promotion Spot Orders For Execution And Display

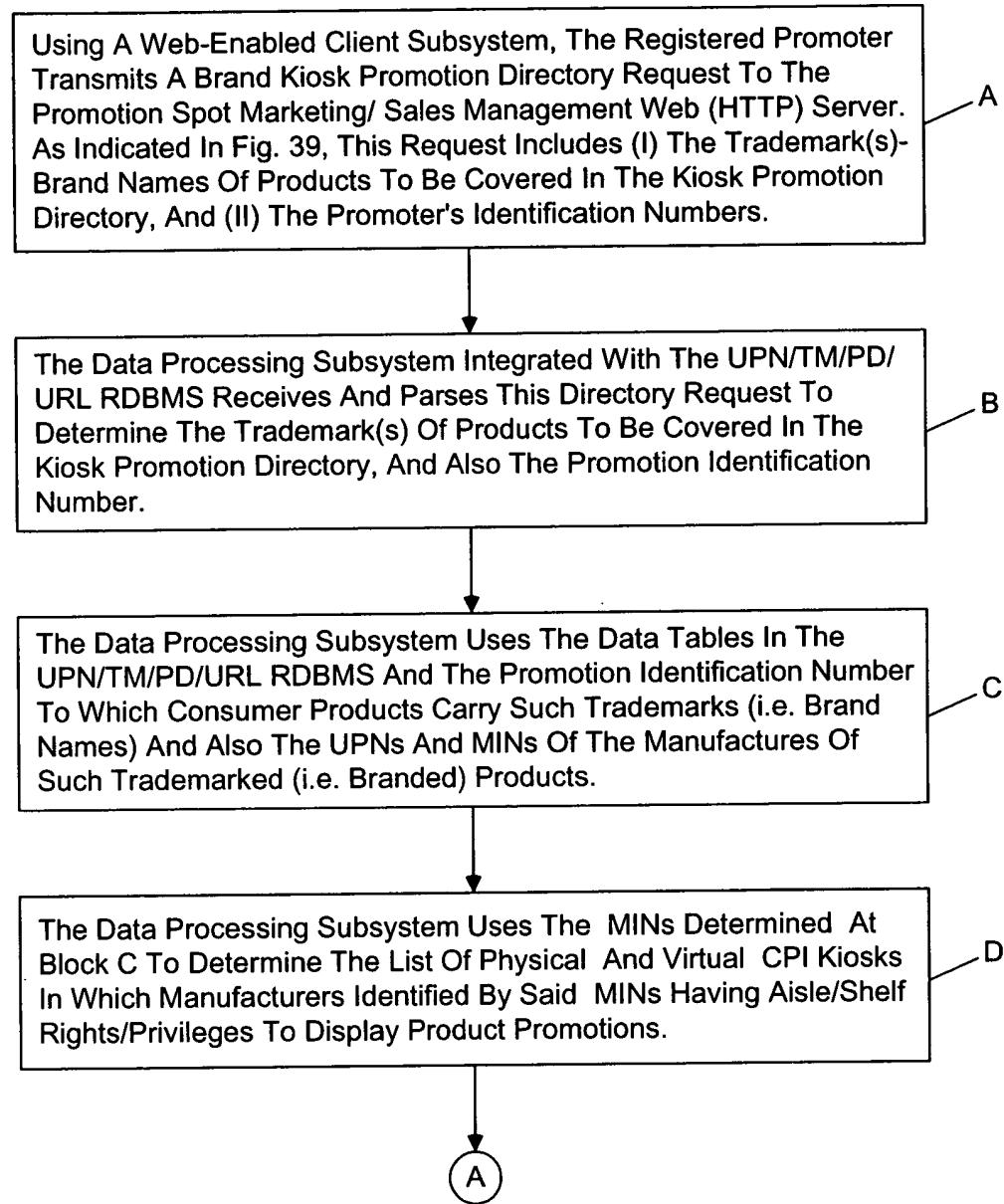


FIG. 40A

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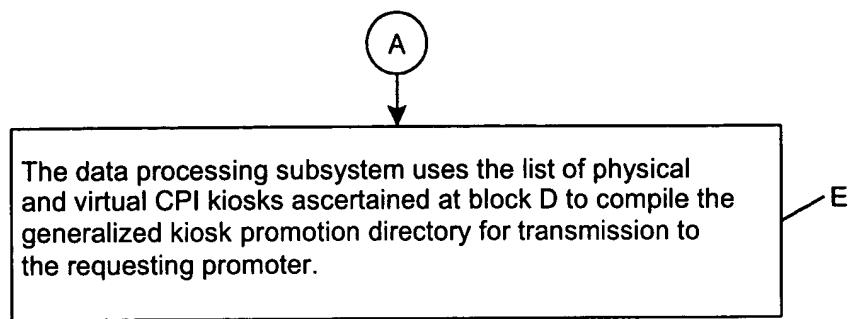


FIG. 40B

Physical Multi-Mode (CPI) Kiosk

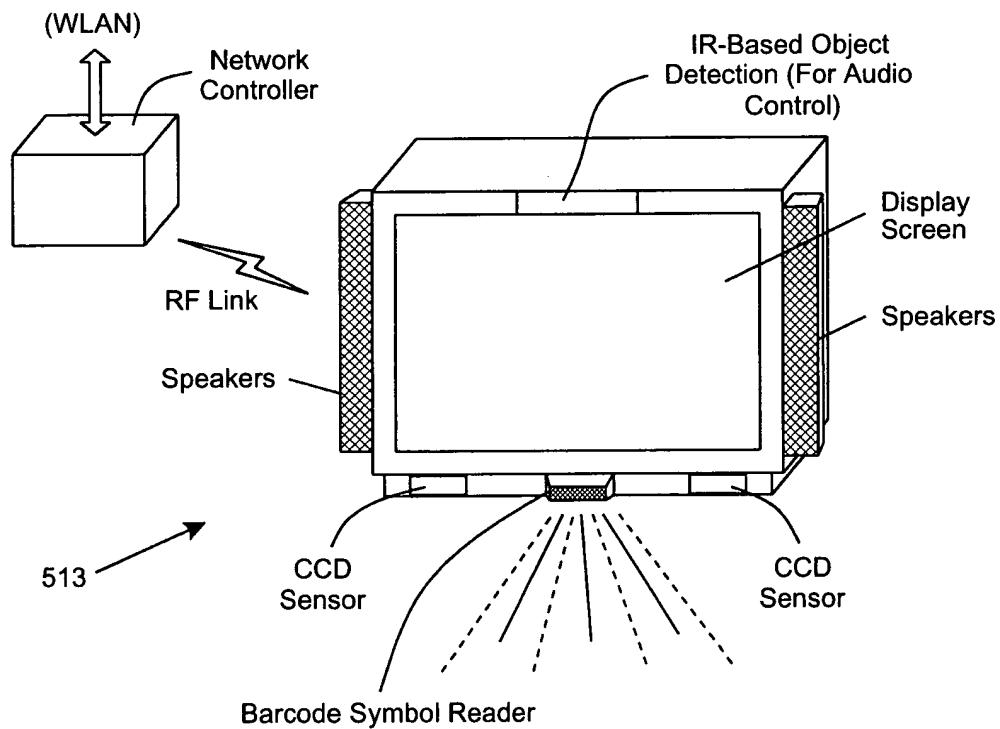


FIG. 41

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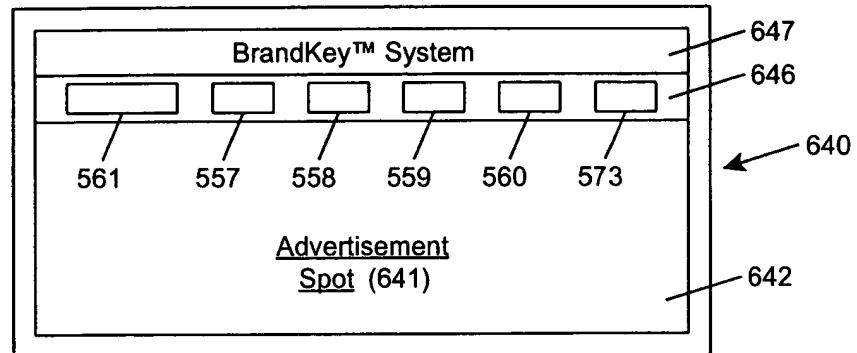


FIG. 42A

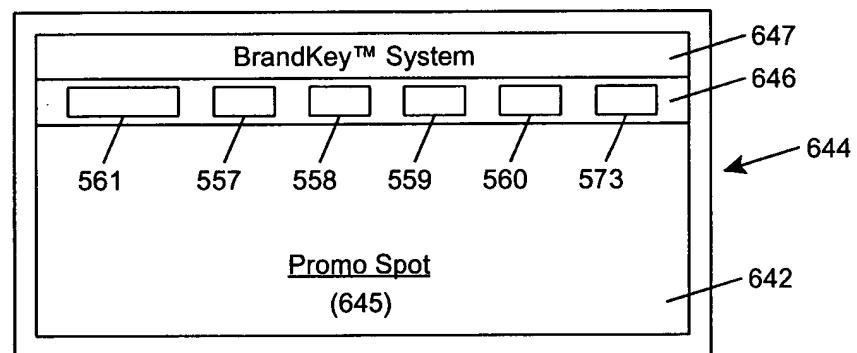


FIG. 42B

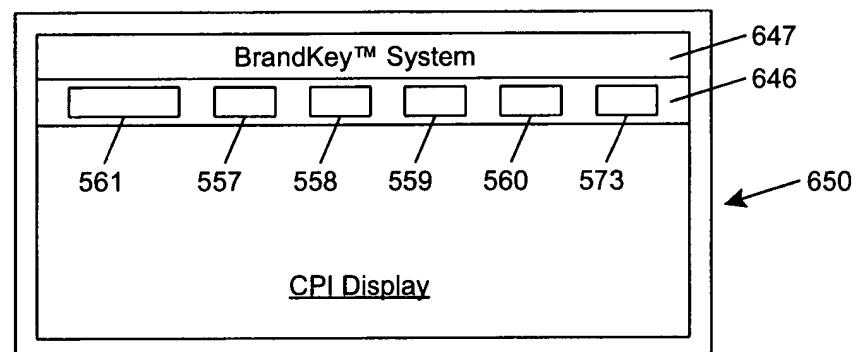


FIG. 42C

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The BrandKey™ System Architecture (2)

BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)

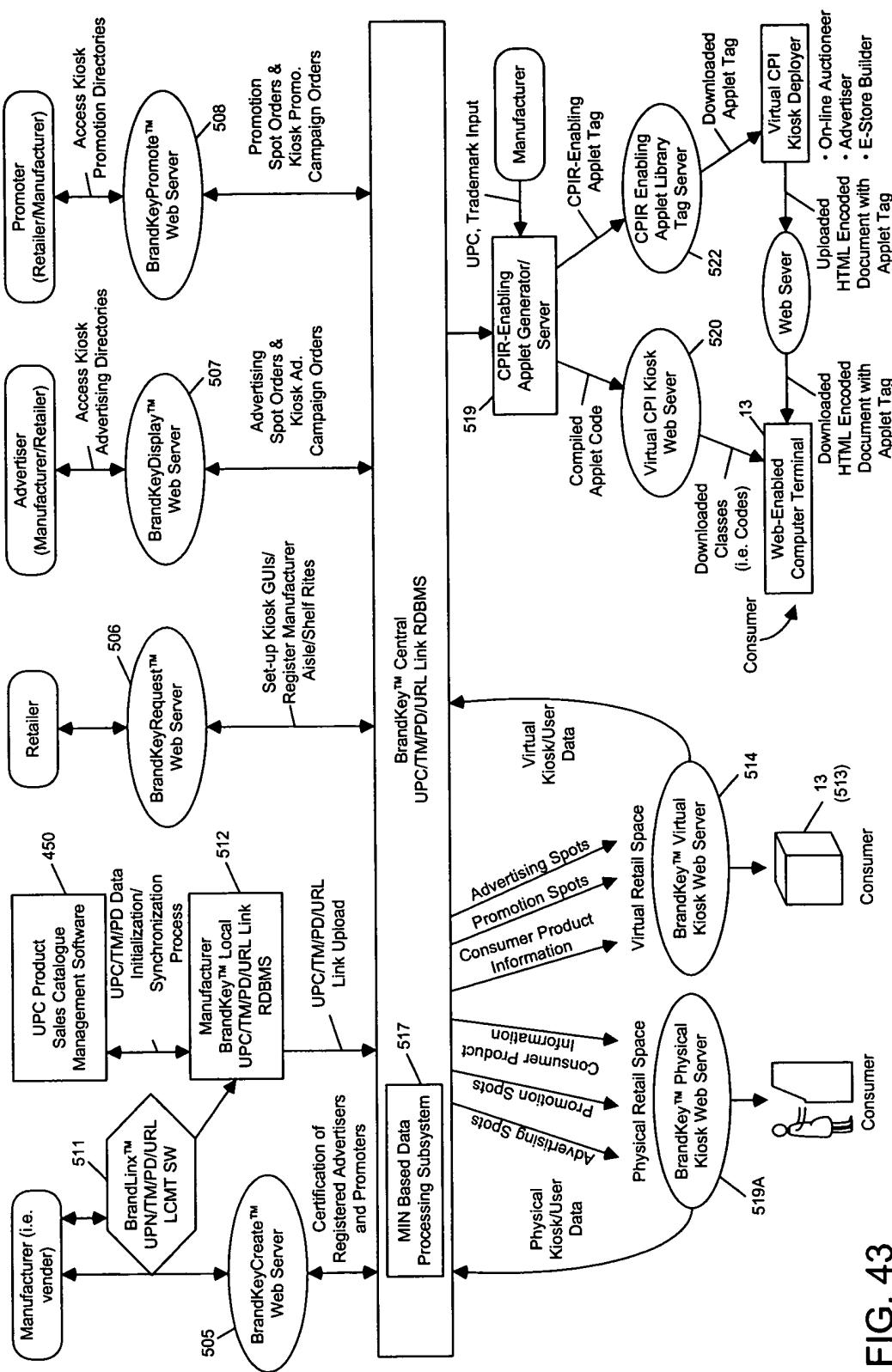


FIG. 43

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1

Brandkey
systems

Version 4.3

© 2003 Brandkey Systems Corporation

F16.44A1

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2

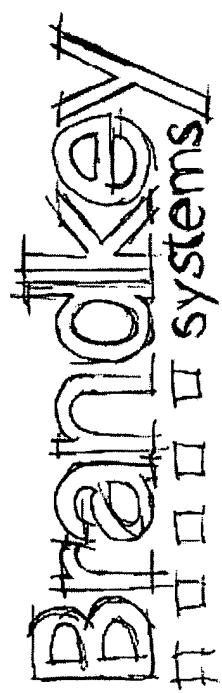


FIG. 44A2

176/939'

3

FIG. 44A 3

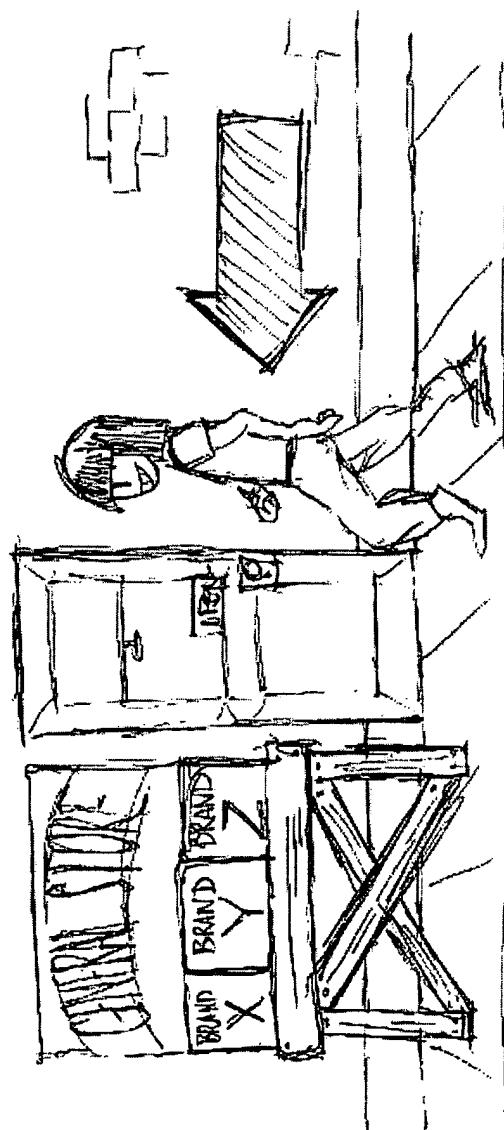
The Dilemma in Today's E-Commerce
Broad Marketing Communications Environment

Every day, consumers search
for products and services that
will satisfy their needs and
desires.

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Fig. 44B1



During the search, they are confronted with decisions about which brand of a products or services they should purchase.

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5

FIG. 44B2

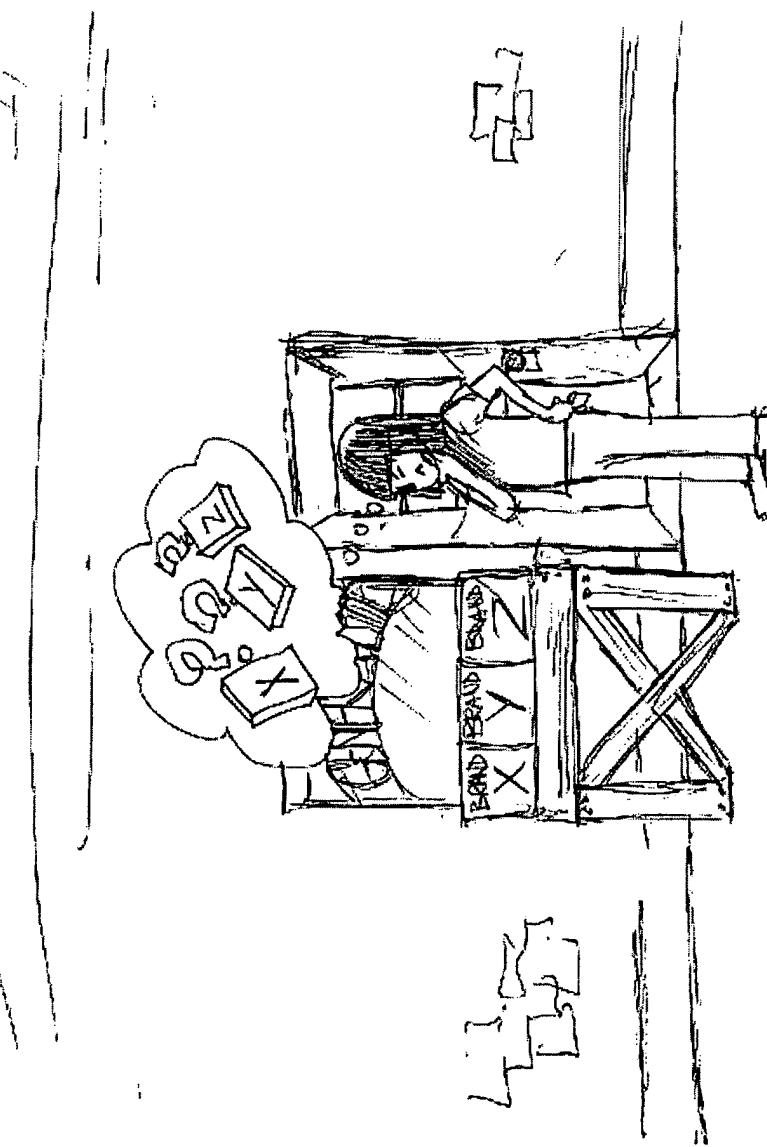
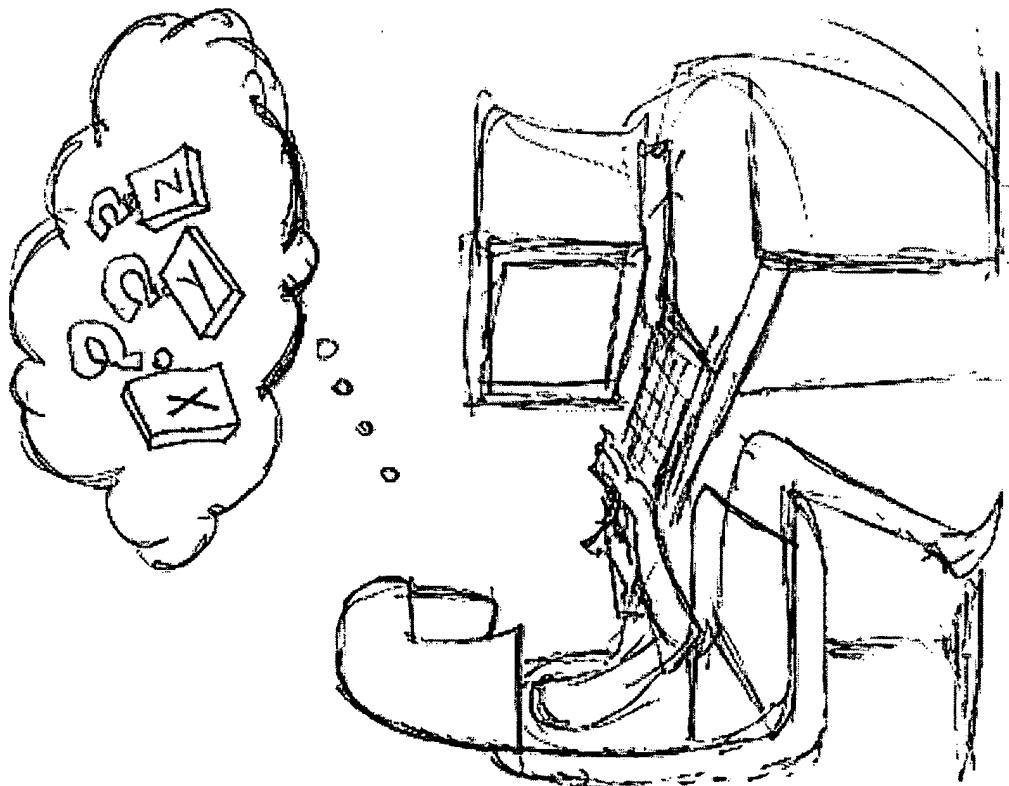


FIG. 44C.1



Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.

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eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, **us full brand building information is not available.**



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8

Brand building information
intended to inform and entice the
consumer is often scattered
throughout the World Wide Web.

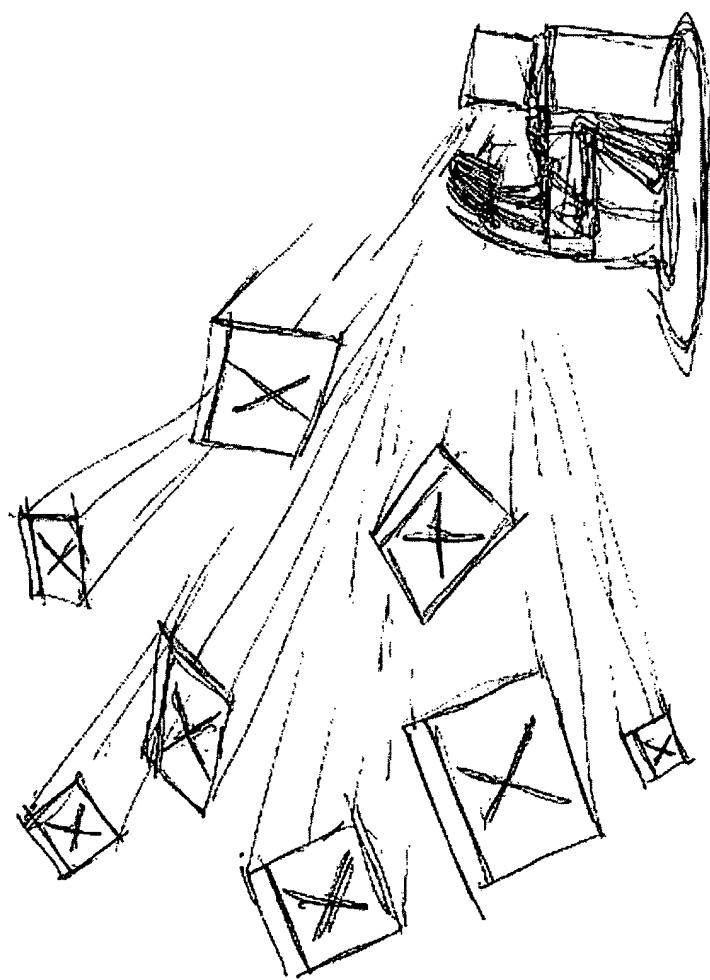


FIG. 44C3

182 / 939

Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

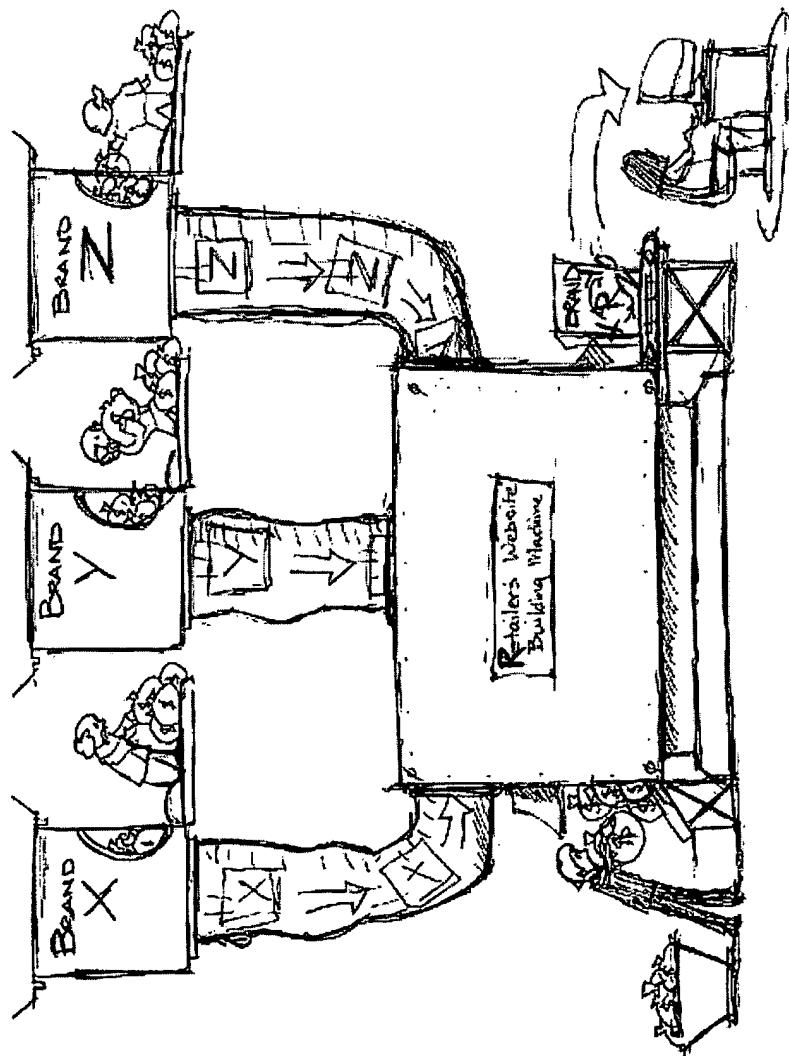


FIG. 144 D1

183 / 939

With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands compete with the e-tailer's own brand image as well.

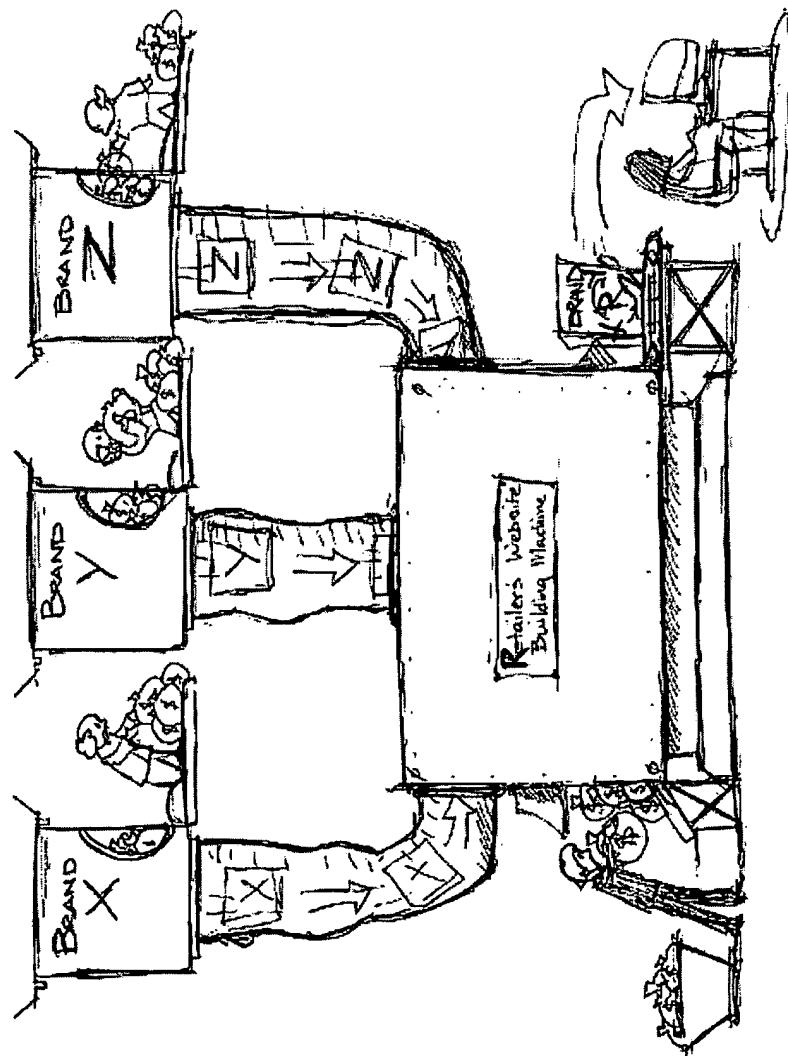
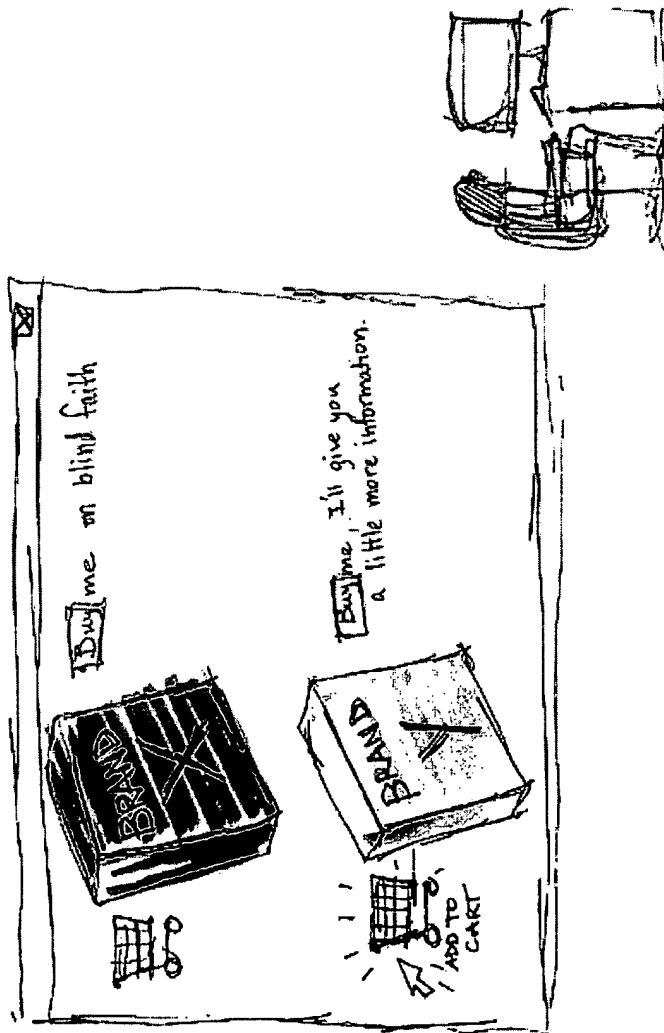


FIG 44/D2

184 / 939

When the consumer is trying to
make a buying decision,
valuable brand building
Information is unavailable at
strategic places such as the
Checkout Process.

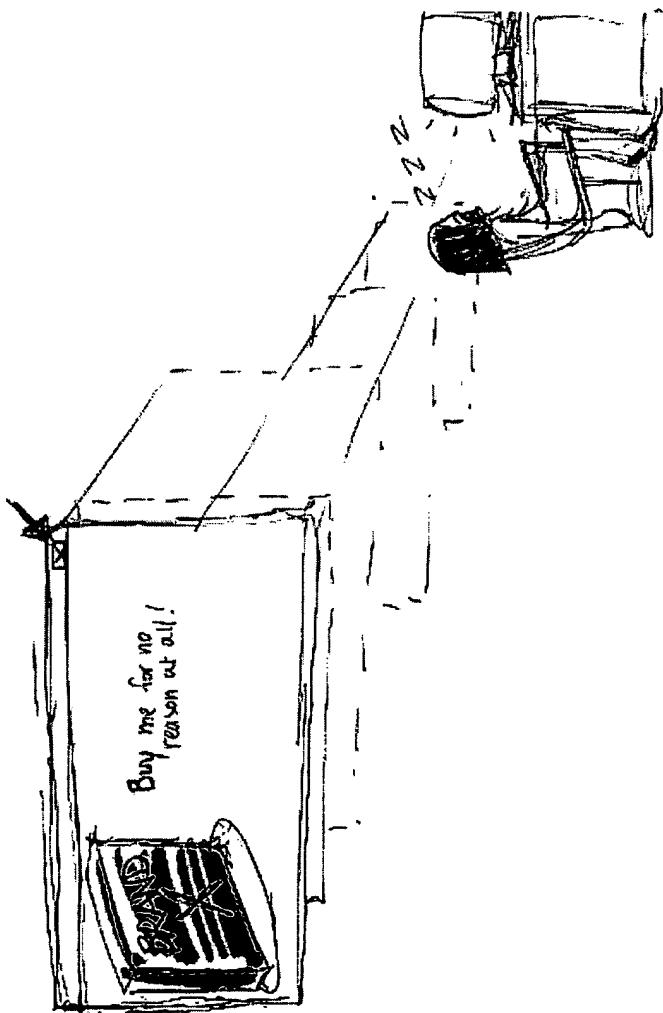


185/939

Too often, this lack of valuable
brand building information
leads to abandoned shopping
carts while consumers wander
the Internet search for the
decision-making brand
information.

12

EIG. 4/4 D4

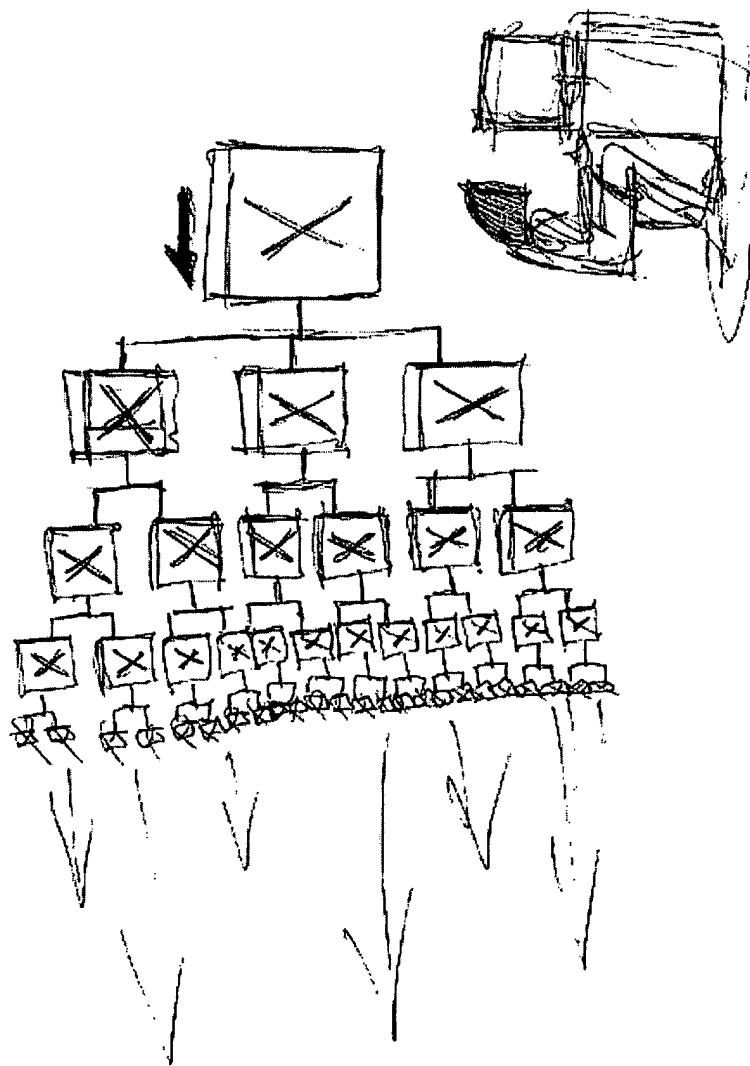


186/939

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired information.

13

FIG. 44D5



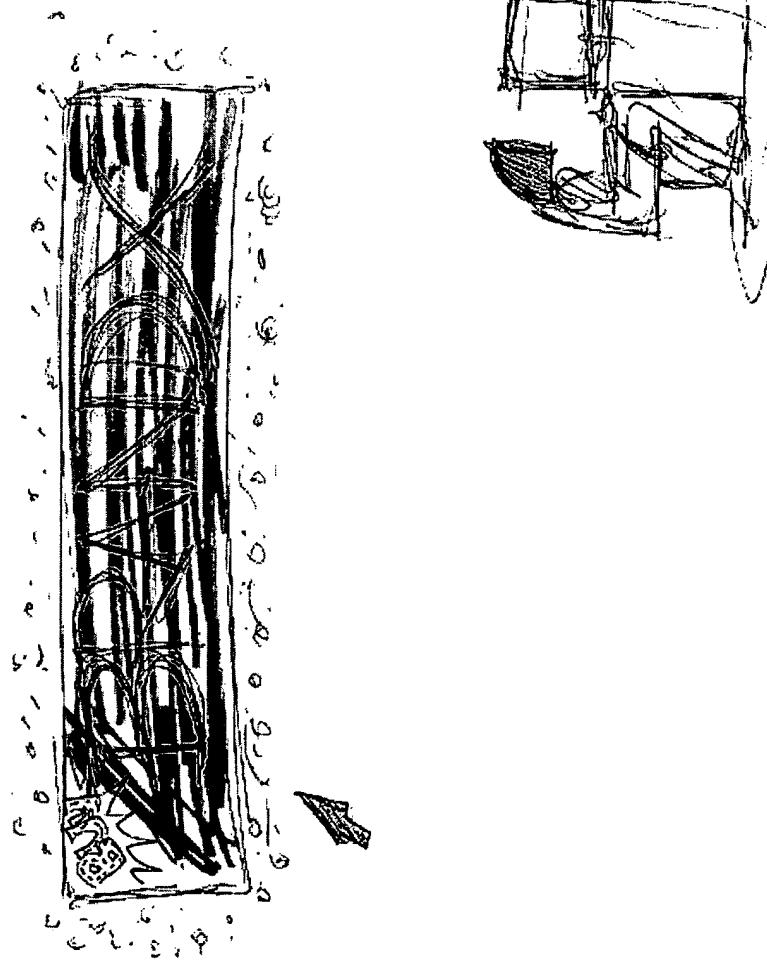
107/939

The current methods which
brand managers use to
communicate brand building
information on the Web are
also not reaching the
consumer.



188/939

Brand managers currently use banner and pop-up ads and promos. These rarely succeed in building accurate brand images in the minds of consumers ...



15

F/G 44E2

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16

Brand managers currently favor banner and pop-up ads and promos. These ads rarely succeed in building accurate brand images in the minds of consumers, or foster purchase intent . . .

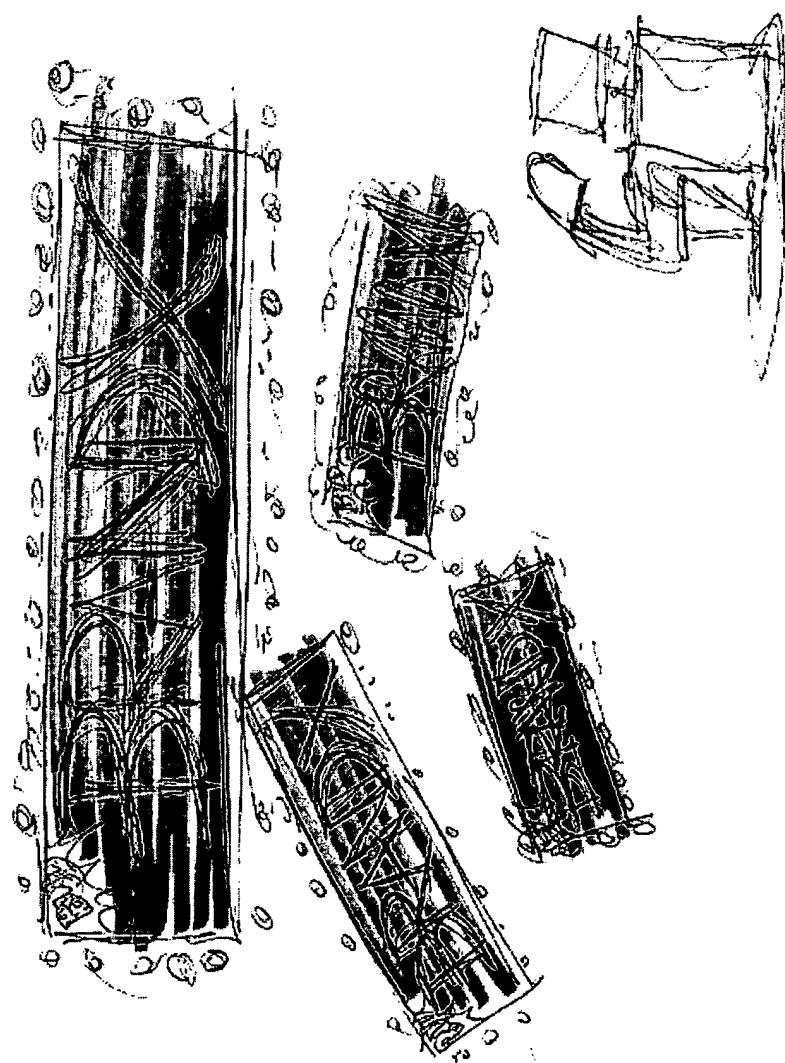


FIG. 44 E3

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...because they create a war-like atmosphere on the consumer's desktop with Brand Managers and Advertising and Promotional Agents all battling for the consumer's attention and valuable screen space.

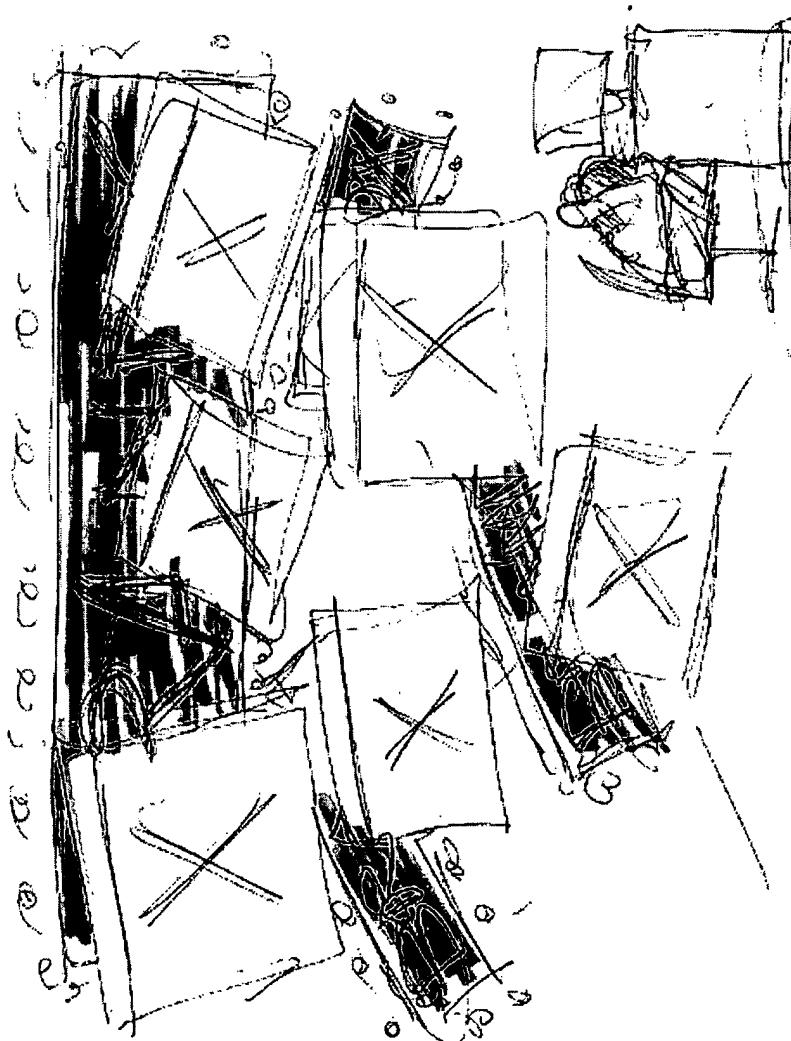


FIG. 44 E 4

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18

FIG. 44E5

The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.



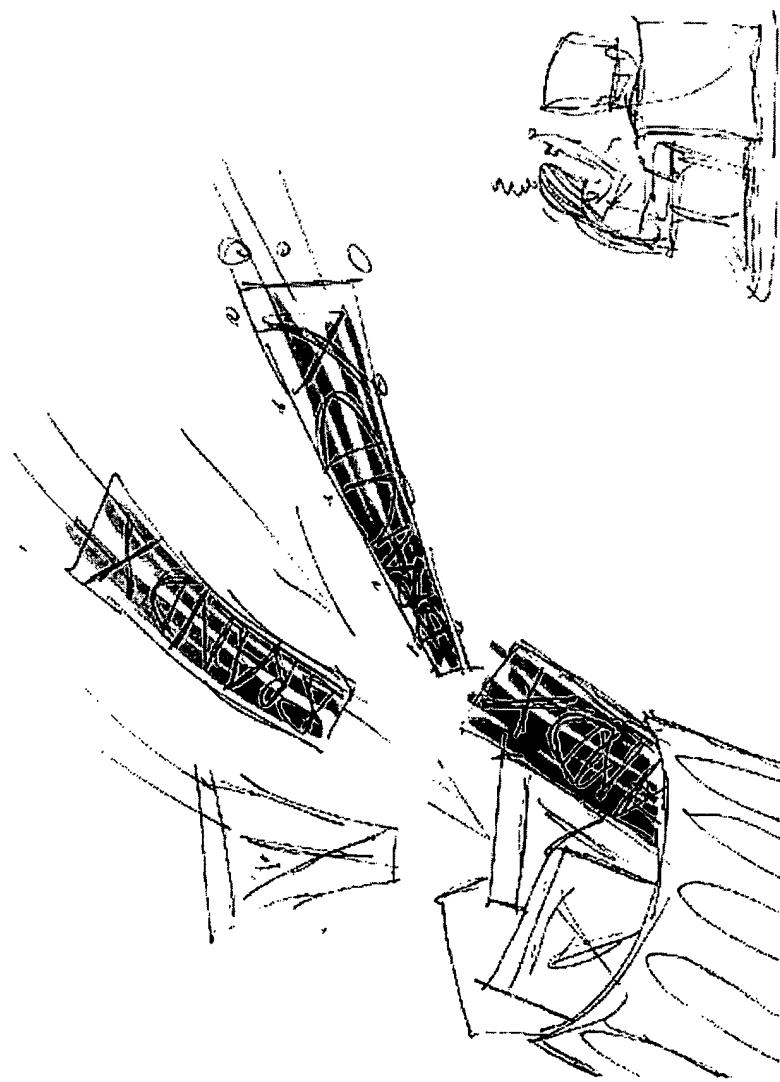
192/939

19

FIGURE 6

These online ads and promos
have alienated consumers
from the brands they
represent, and from the entire
Internet experience.

(Stats/ study referenced here)

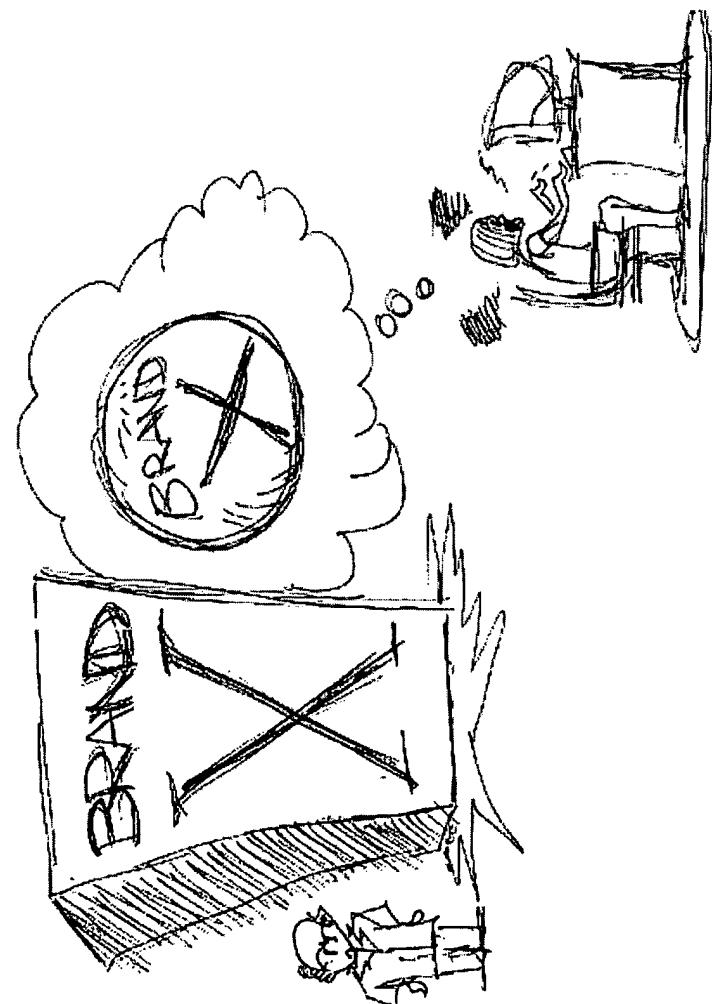


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Ultimately, consumers fail to form the brand image intended by the brand management team.
Sometimes, consumers may even form radically different impressions of the brand in their minds.

20

P1G. 44 E7

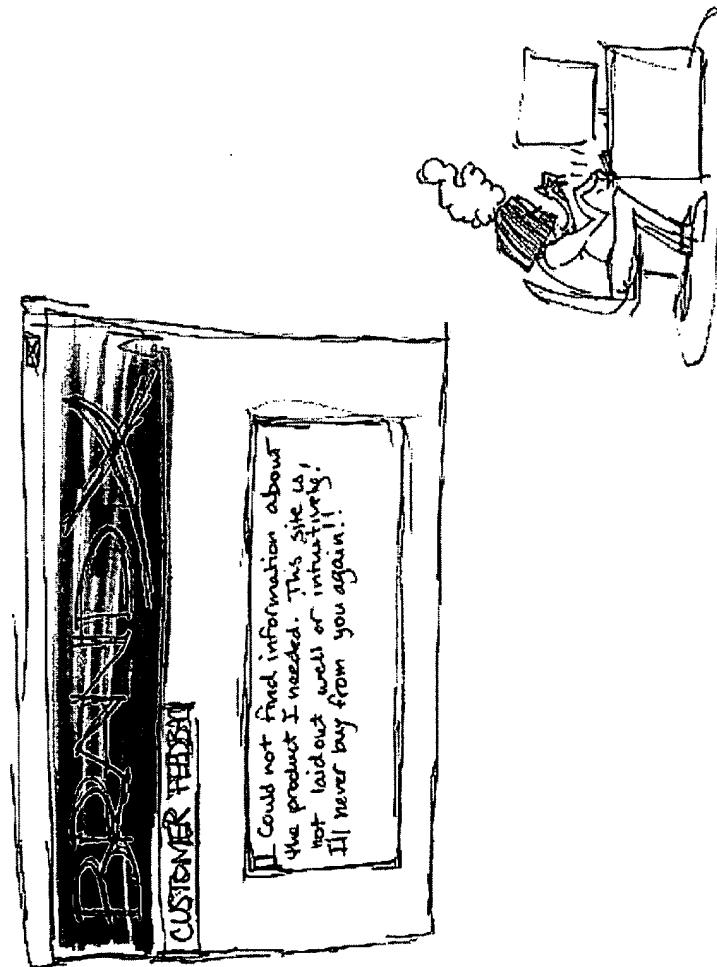


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And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

21

F/G. 44F/

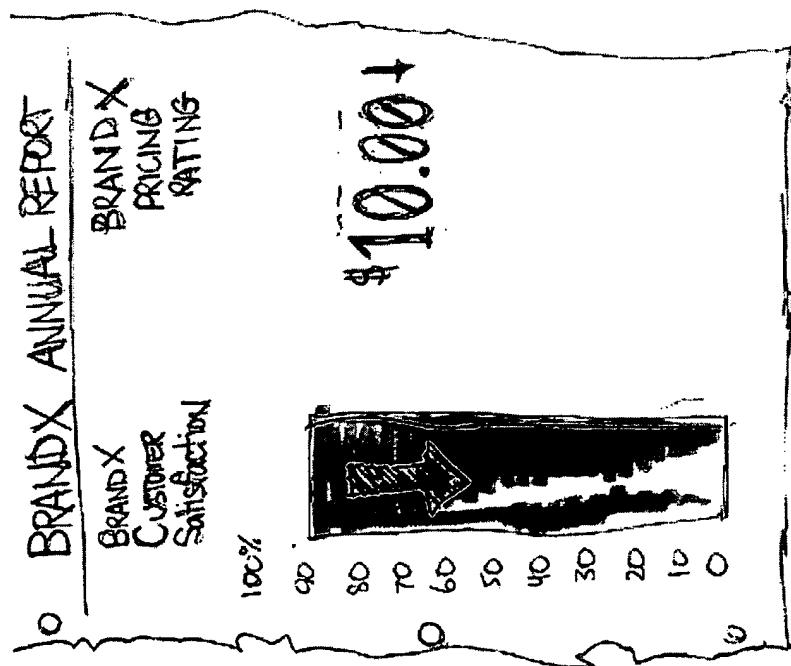


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22

FIG. 44F2

Premium prices
cannot be charged
for brands that do
not create strong
consumer value.



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Distribution and trading
partners are less likely to
promote brands which
have weakened in the
marketplace.

23

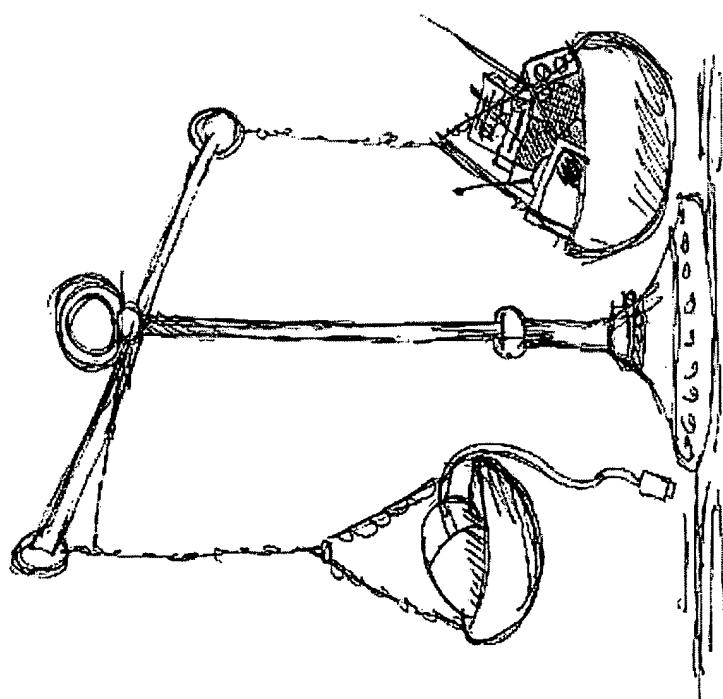
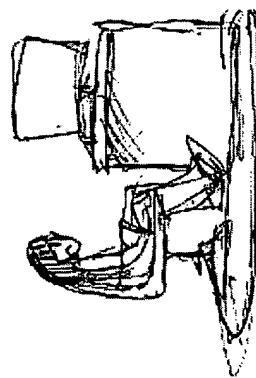
FIG. 44/F3



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The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.



24

FIG. 44 F4

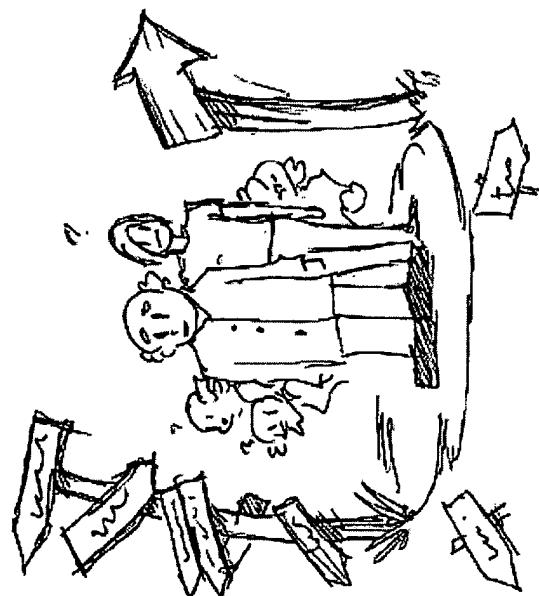
198/939

25

FIG. 44/61

Despite so many frustrating
and annoying online
shopping experiences,
consumers still want to shop
online. (stat/study reference)

But they want changes in the e-
commerce marketplace.



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26

If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

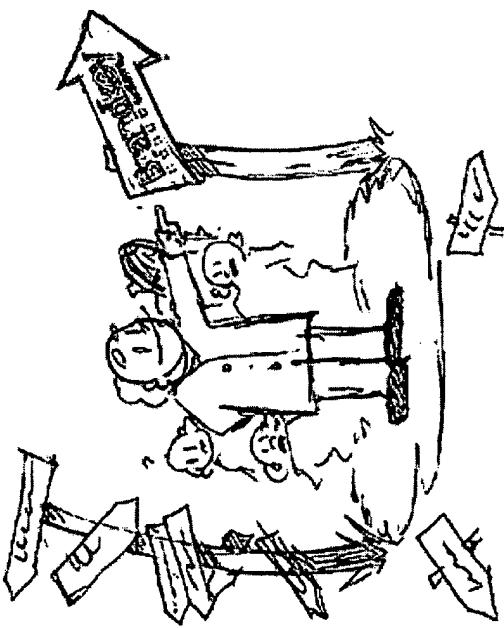


FIG 44G2

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27

Brand managers need a new,
far more efficient and effective
way of delivering their brand
building information to the
consumer.

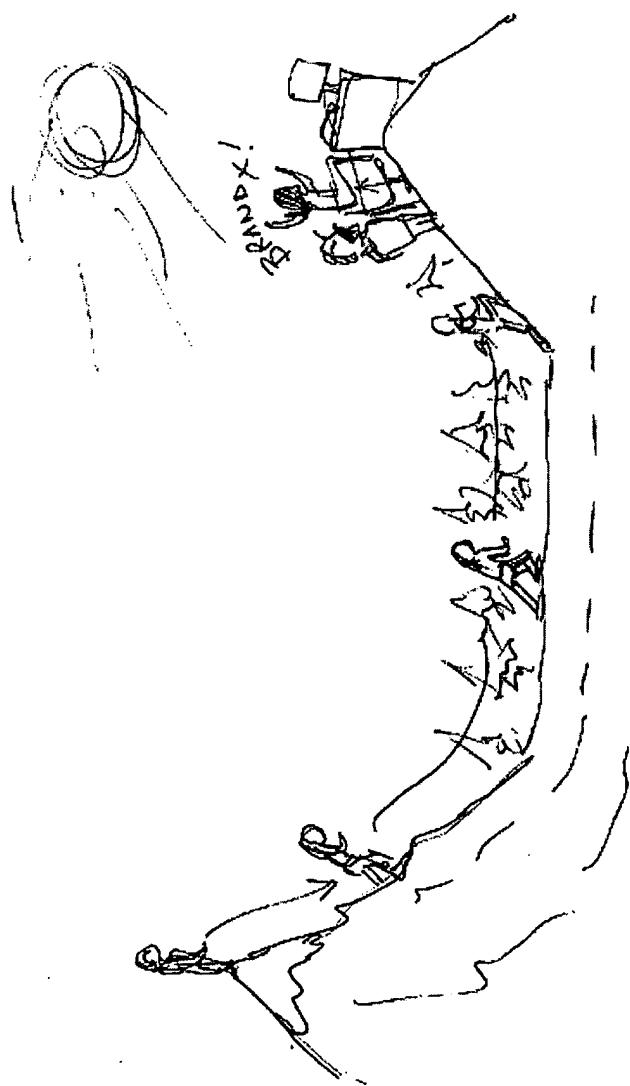


FIG. 44G3

28

FIG. 44H1

The Brandkey™ Solution

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29

Brandkey Systems™ has developed a revolutionary **Internet-based Network** which solves the online communication problems experienced by brand marketing leaders.

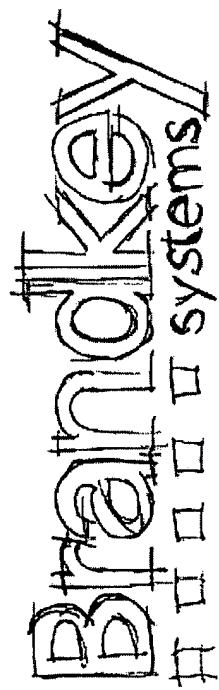


FIG. 44 Hz

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Brandkey Systems™ has developed a revolutionary Internet-based network which solves the **online communication problems experienced by brand marketing leaders.**

Brandkey
systems

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Brand Management Teams
communicate brand information and
messages directly to the consumer
through Brandkey's Multi-Mode "Virtual
Kiosks" ...

... that consumers can access whenever
— and wherever — they happen to be on
the Web.

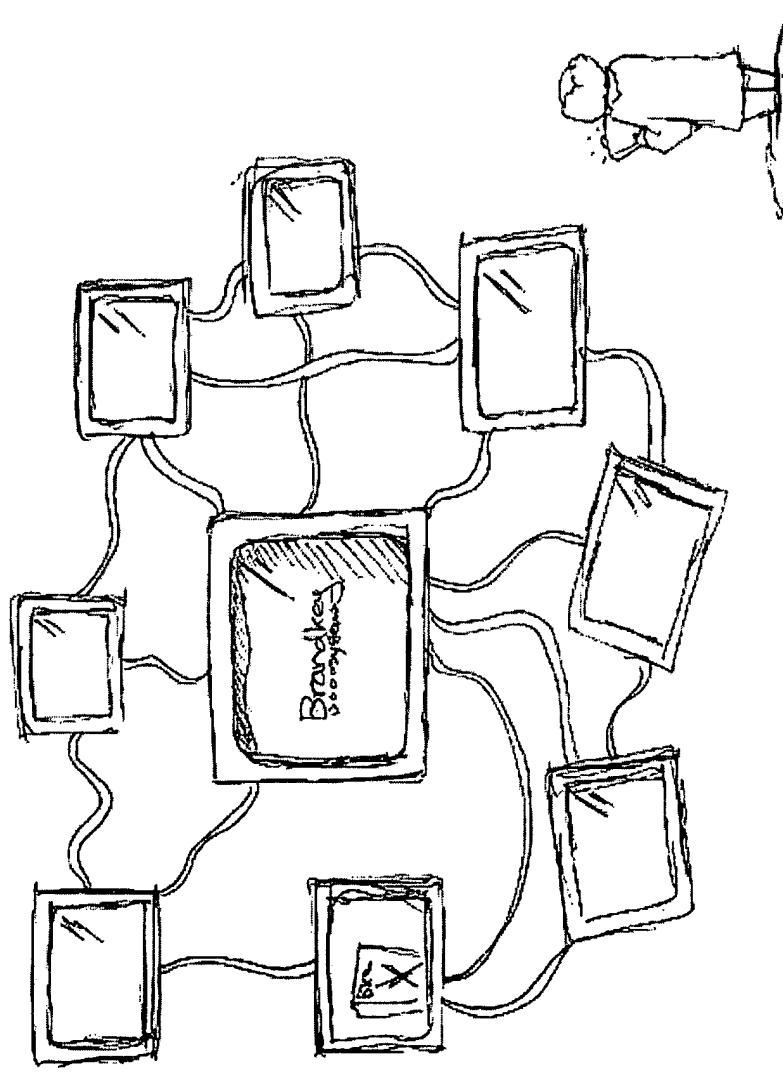
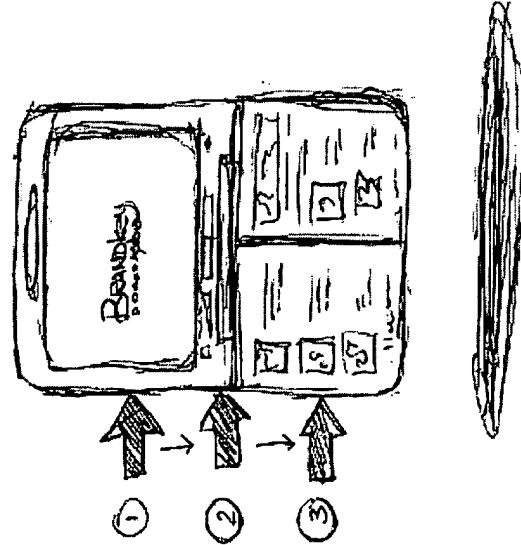
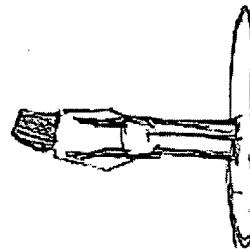


Fig. 44 I 1

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Brandkey Systems™
Multi-Mode Virtual Kiosks
allow brand managers to
quickly communicate a
multi-dimensional
picture of a brand to the
consumer through three
programmable display
modes:

- (1) Advertising Display Mode
- (2) Promotional Display Mode
- (3) Brand information Network Display Mode



32

FIG. 44 I 2

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During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

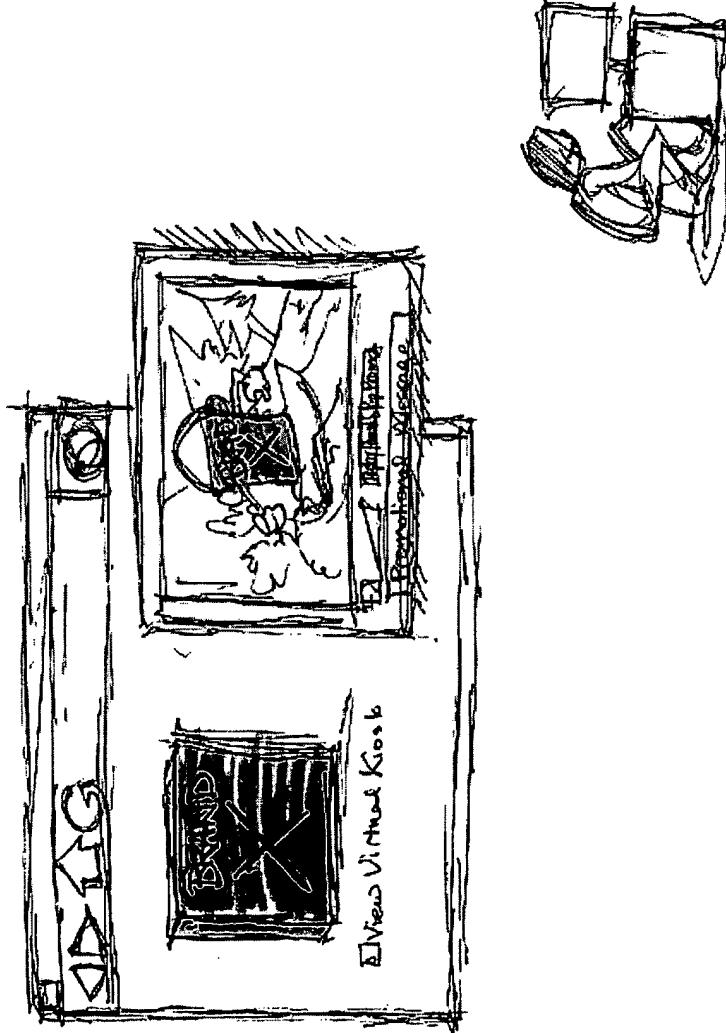
33

FIG. 44/ I 3



2071939

In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.



34

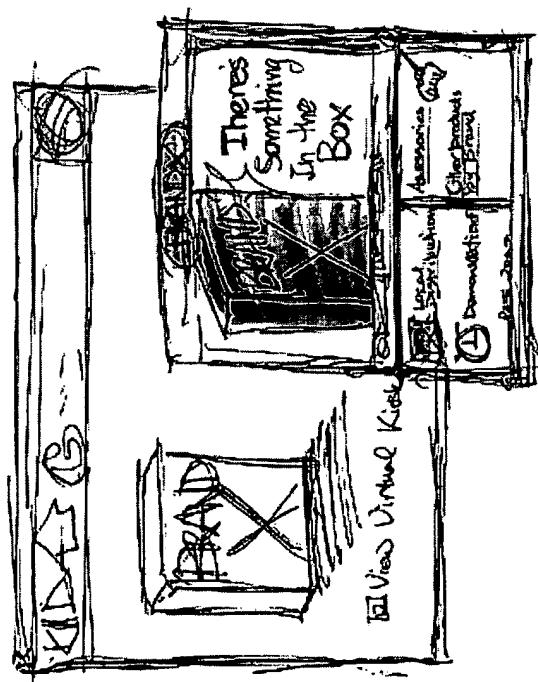
FIG. 44/I4

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In the final Brand Information Network Display Mode, the Virtual Kiosk displays a menu of brand-building information resource links which is designed to develop rich message associations that build the consumer's image of the brand that is consistent with brand marketing objectives

35

FIG 44T5



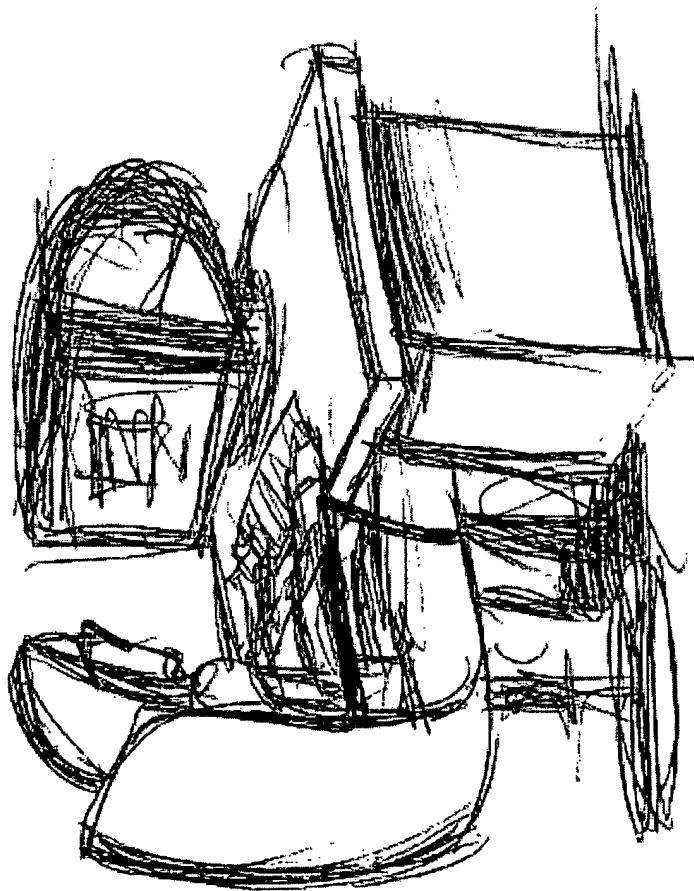
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36

FIG. 44J1

Consumers can access Brandkey
Systems Multi-Mode Virtual
Kiosks through:

- 1) **Desktop Computers**
- 2) WiFi-enabled Portable
Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



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37

Fig 44 J 2

- Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:
- 1) Desktop Computers
 - 2) WiFi-enabled Portable Devices
 - 3) Physical Retail Kiosks
 - 4) ATMs
 - 5) Interactive Television Sets
 - 6) PDAs and Cell Phones

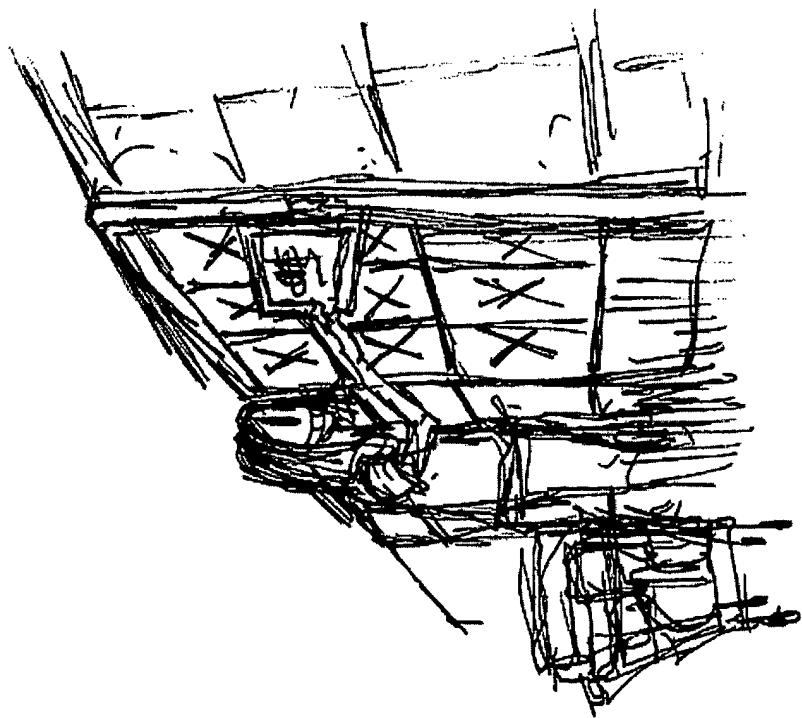


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38

FIG. 44/J3

- Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:
- 1) Desktop Computers
 - 2) WiFi-enabled Portable Devices
 - 3) A retail store's physical kiosks**
 - 4) ATMs
 - 5) Interactive Television Sets
 - 6) PDAs and Cell Phones



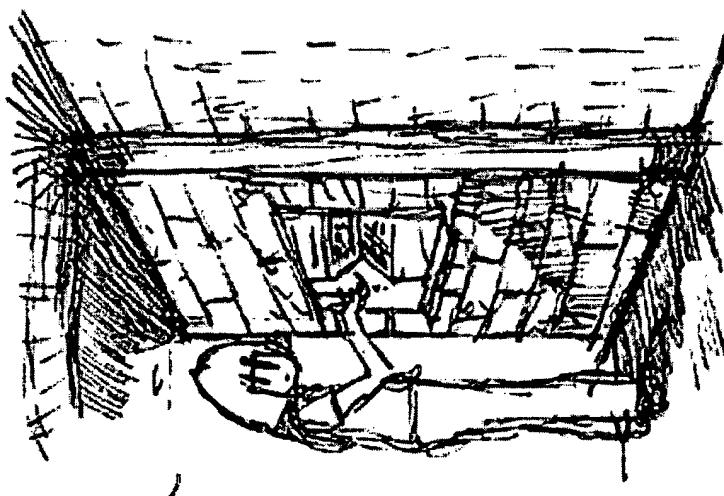
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39

FIG. 44 J4

Consumers can access Brandkey Systems Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs**
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



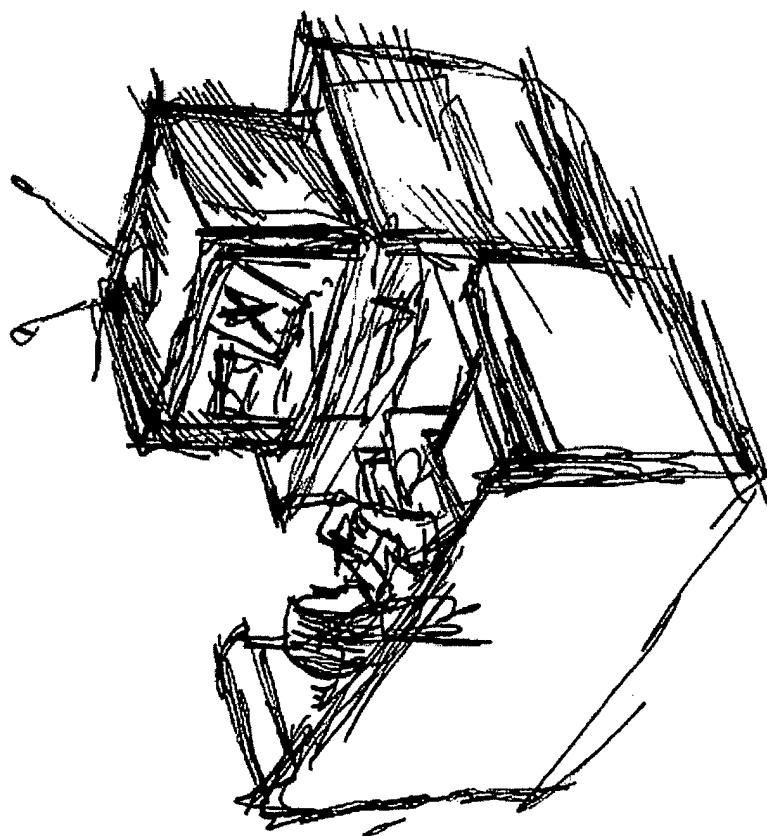
213/939

40

FIG. 44/J5

Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through :

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets**
- 6) PDAs and Cell Phones



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41

FIG. 44J6

Consumers can access Brandkey Systems
Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



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42

At each of these Consumer Touchpoints, Brand Management Teams have the option of delivering their Brands' Multi-Mode Virtual Kiosks through a number of different Launch Environments....

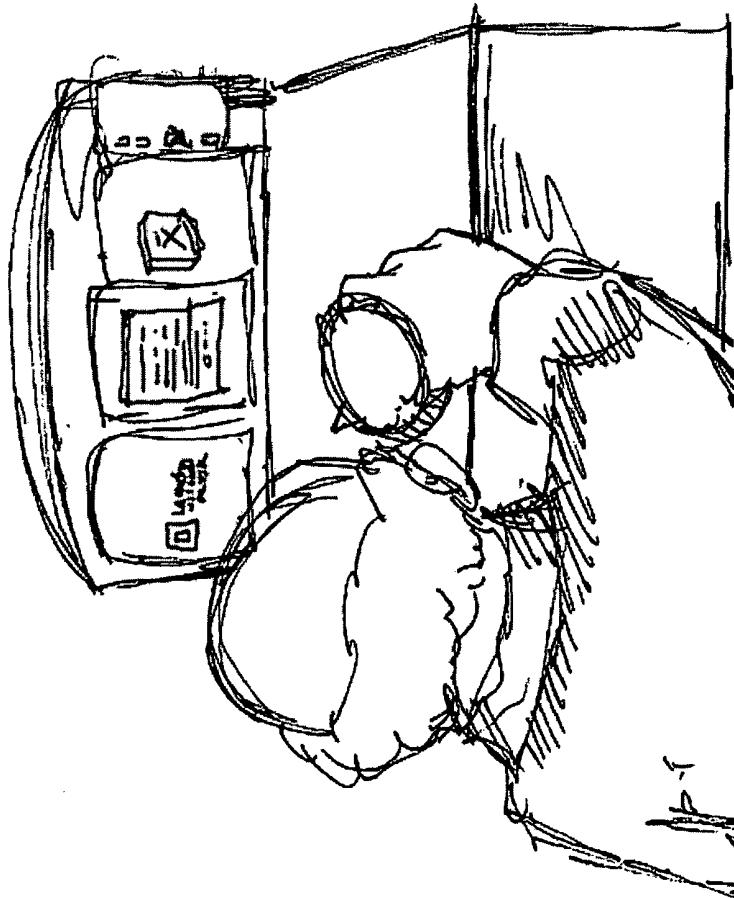


FIG. 44K

FIG. 44K2

Such Launch Environments include:

- 1) **Brandkey Systems™ Virtual Kiosk Launch Buttons**
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to extend their brand's reach to a wider range of access points on the Web.

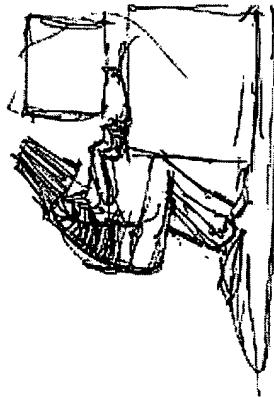
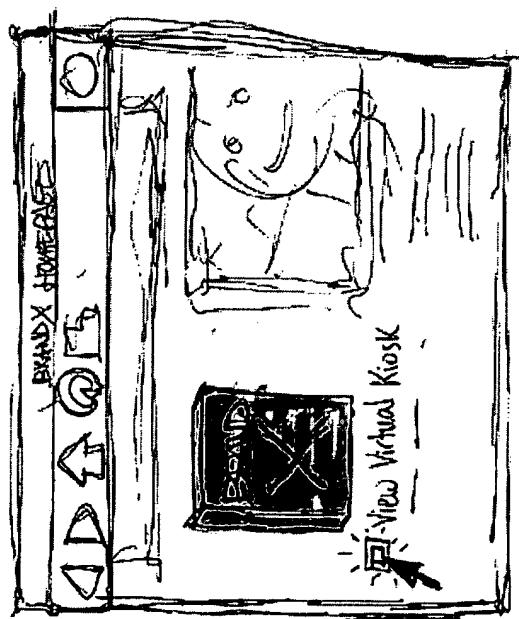


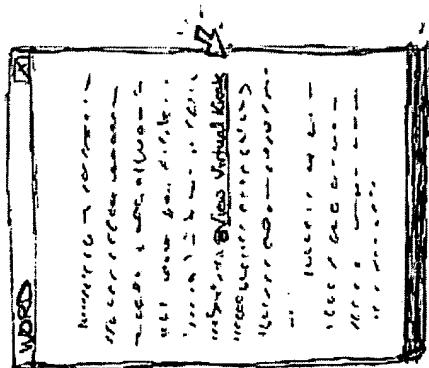
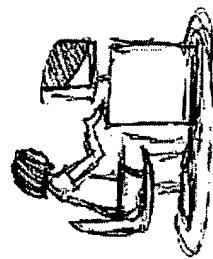
FIG. 44K3

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Such Launch Environments include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) **HTML-Encoded Documents**
- 3) HTML-Encoded Images
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.



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Such Launch Environments include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) **HTML-Encoded Images**
- 4) HTML-Encoded Desktop Icons

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

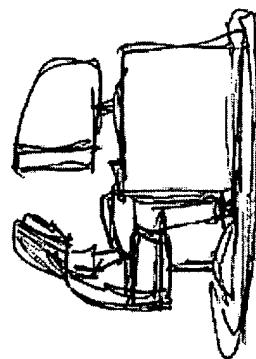
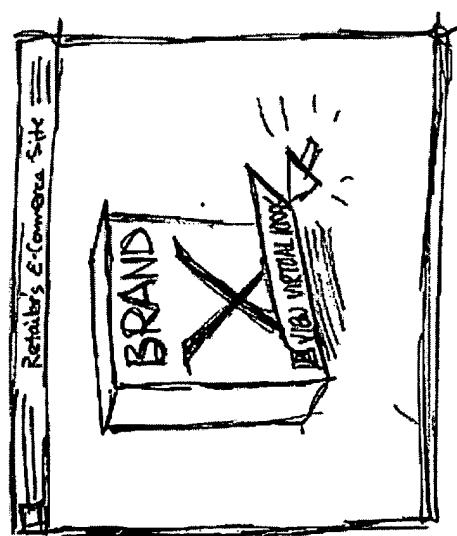


FIG. 44.K41

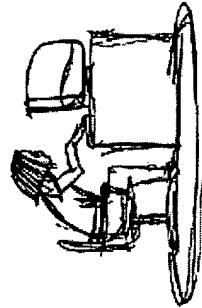


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Such Launch Environments
include:

- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) **HTML-Encoded Desktop Icons**

These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.



46

FIG. 44K5

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47

The Brandkey
Systems Network
enables brand
management teams of
any size and
arrangement to rise
above the clutter in the
Internet marketplace....

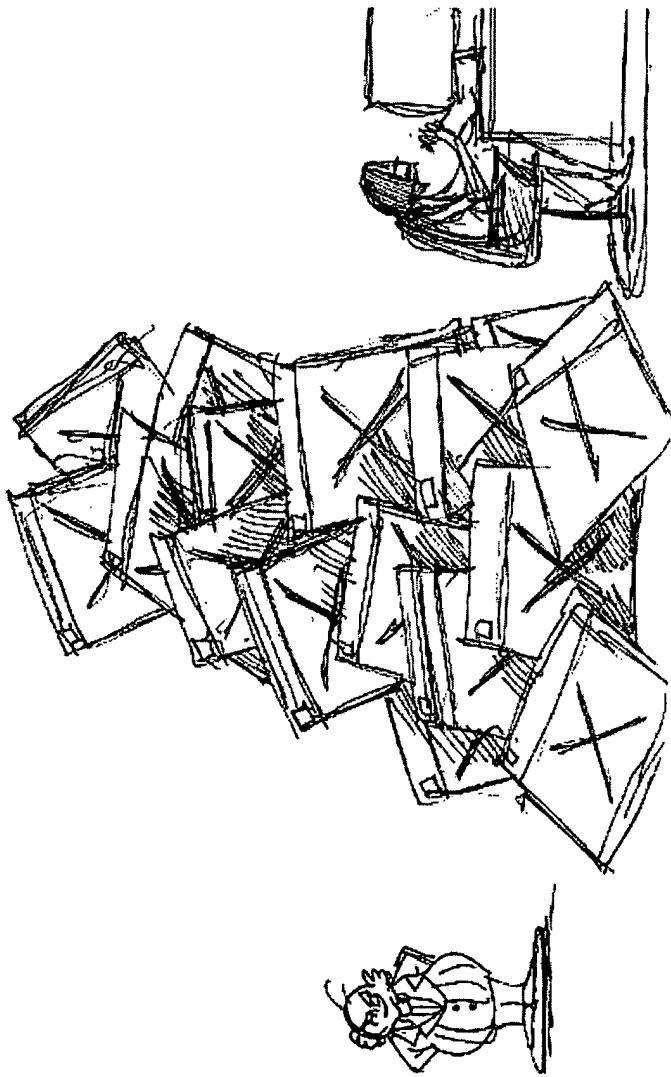


FIG. 44L1

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The Brandkey Systems Network enables brand management teams of any size and arrangement to rise above the clutter in the Internet marketplace....



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49

...and communicate the
essence and character of their
brands directly to the consumer.

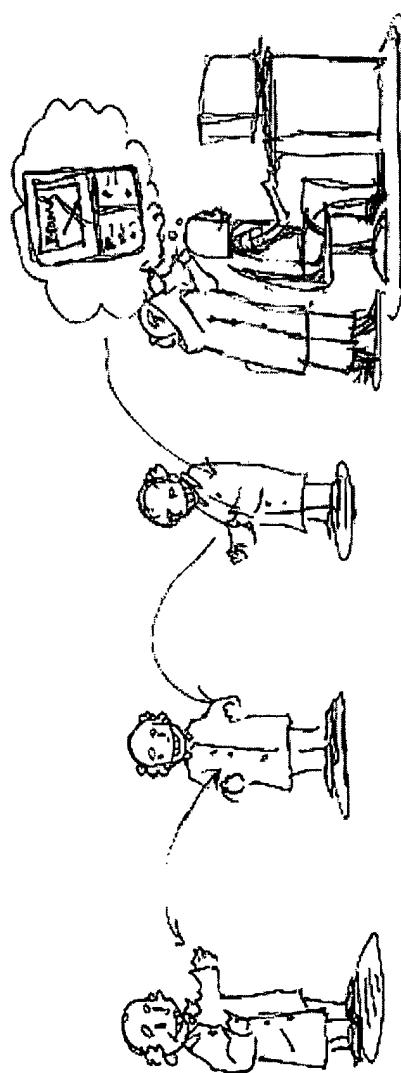
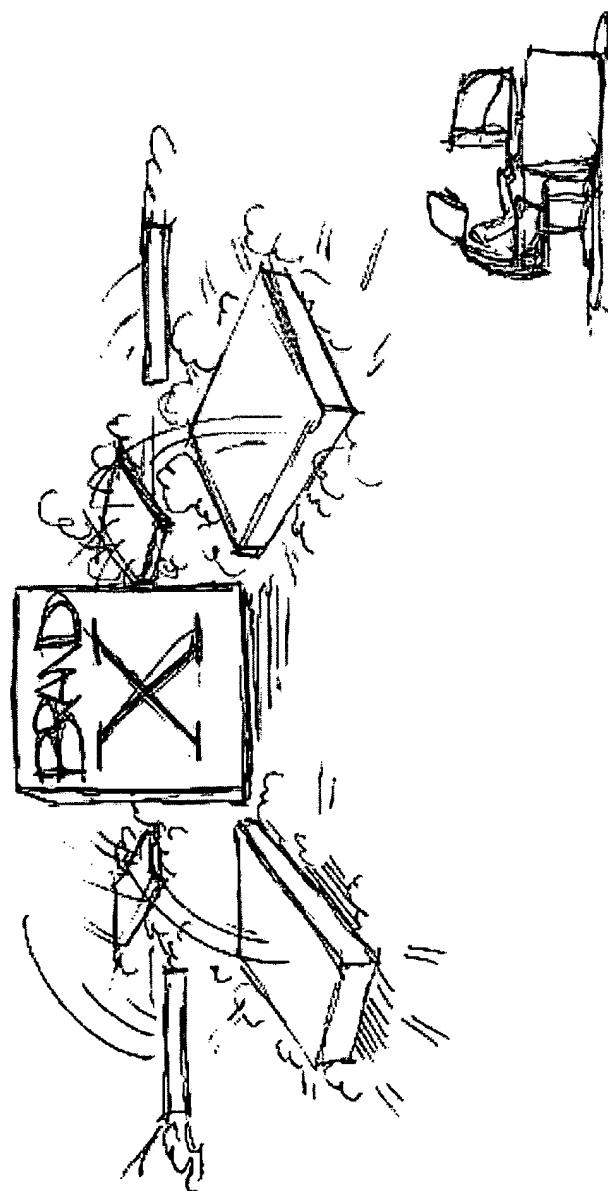


FIG. 44L3

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In seconds, consumers can obtain a multi-dimensional experience of a branded product or service... without the influence of other brands.



50

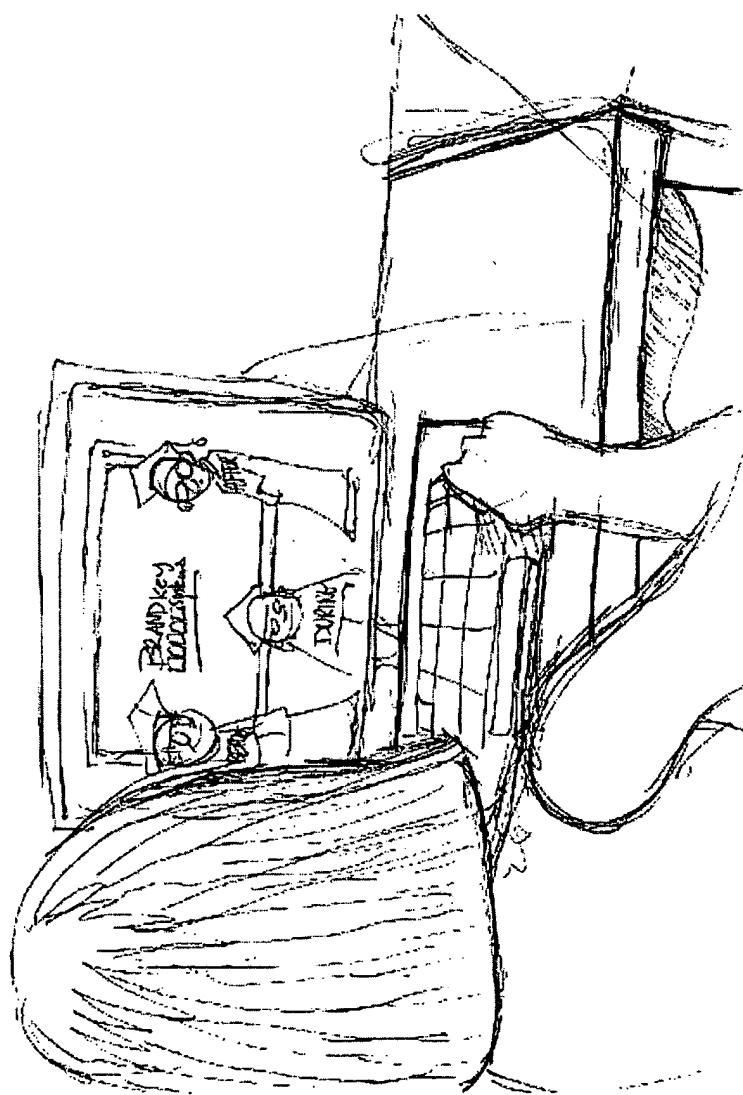
FIG. 44L4

22a/939

51

FIG. 44/LS

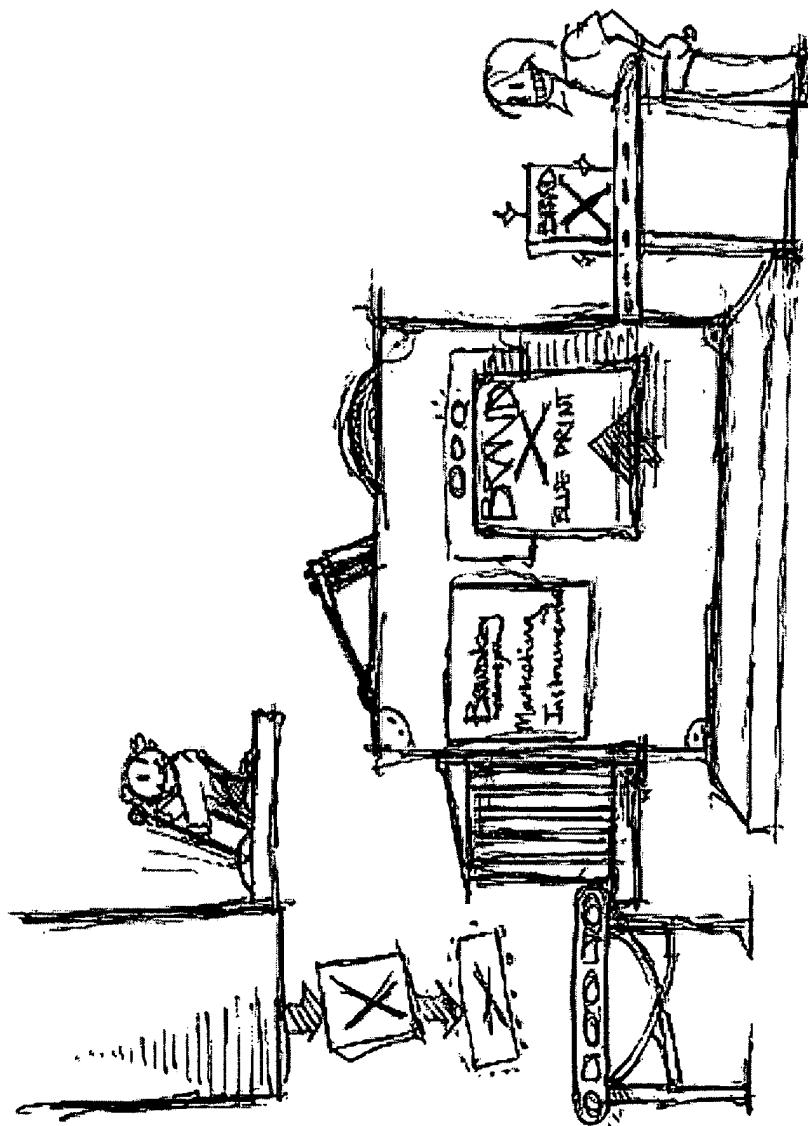
With Brandkey Systems Multi-
Mode Virtual Kiosks so simple
and easy to access, consumers
can be more effectively educated
about brands than ever before
online and gain a full experience
of a brand...
... so that they develop strong
preferences for them.



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Consumer brand images are now aligned with the team's intended brand marketing objectives.



F/G. 44<6

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53

And consumers no longer
need to wander off to other
websites in search of brand-
related information.

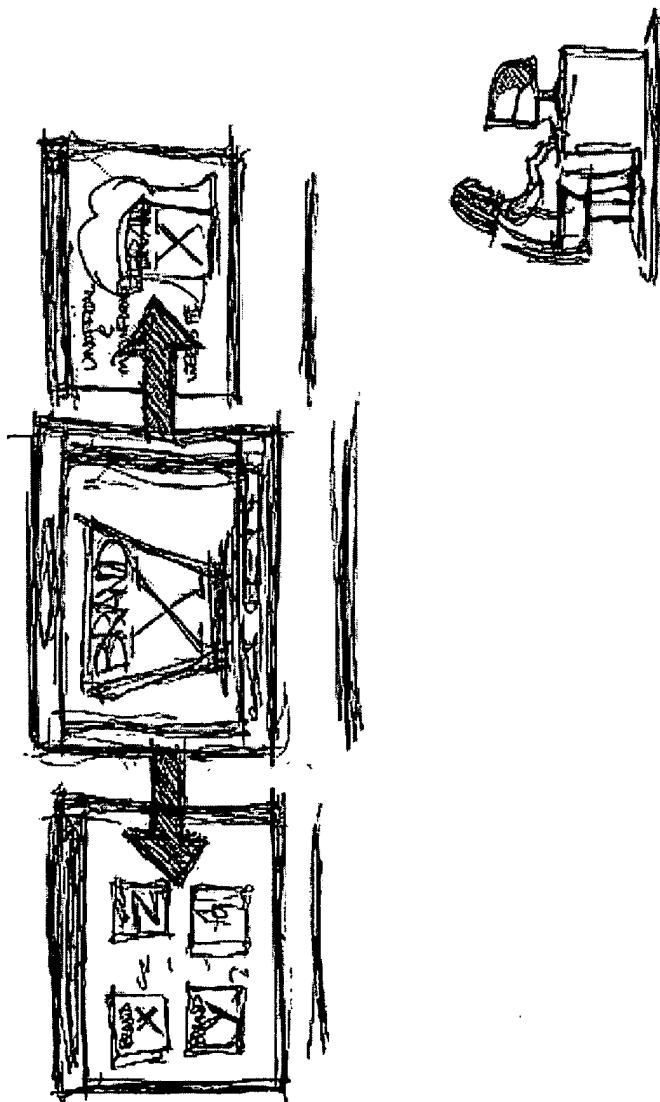


FIG. 44<7

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54

This can only lead to increased levels of customer loyalty and retention for the brand.

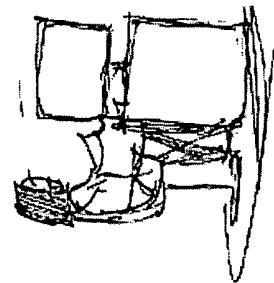
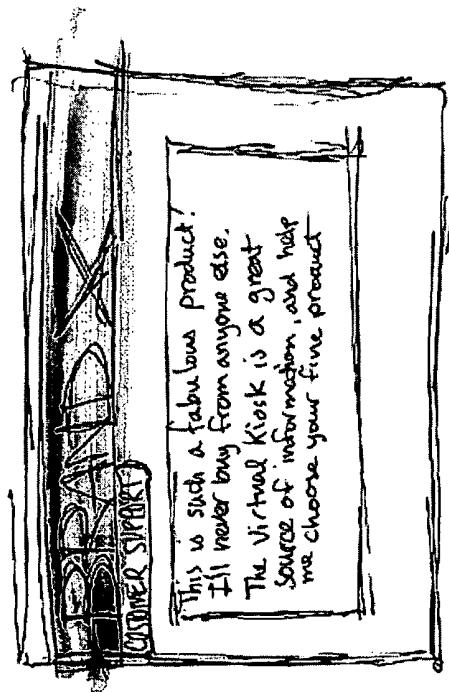


FIG. 44 L 8



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55

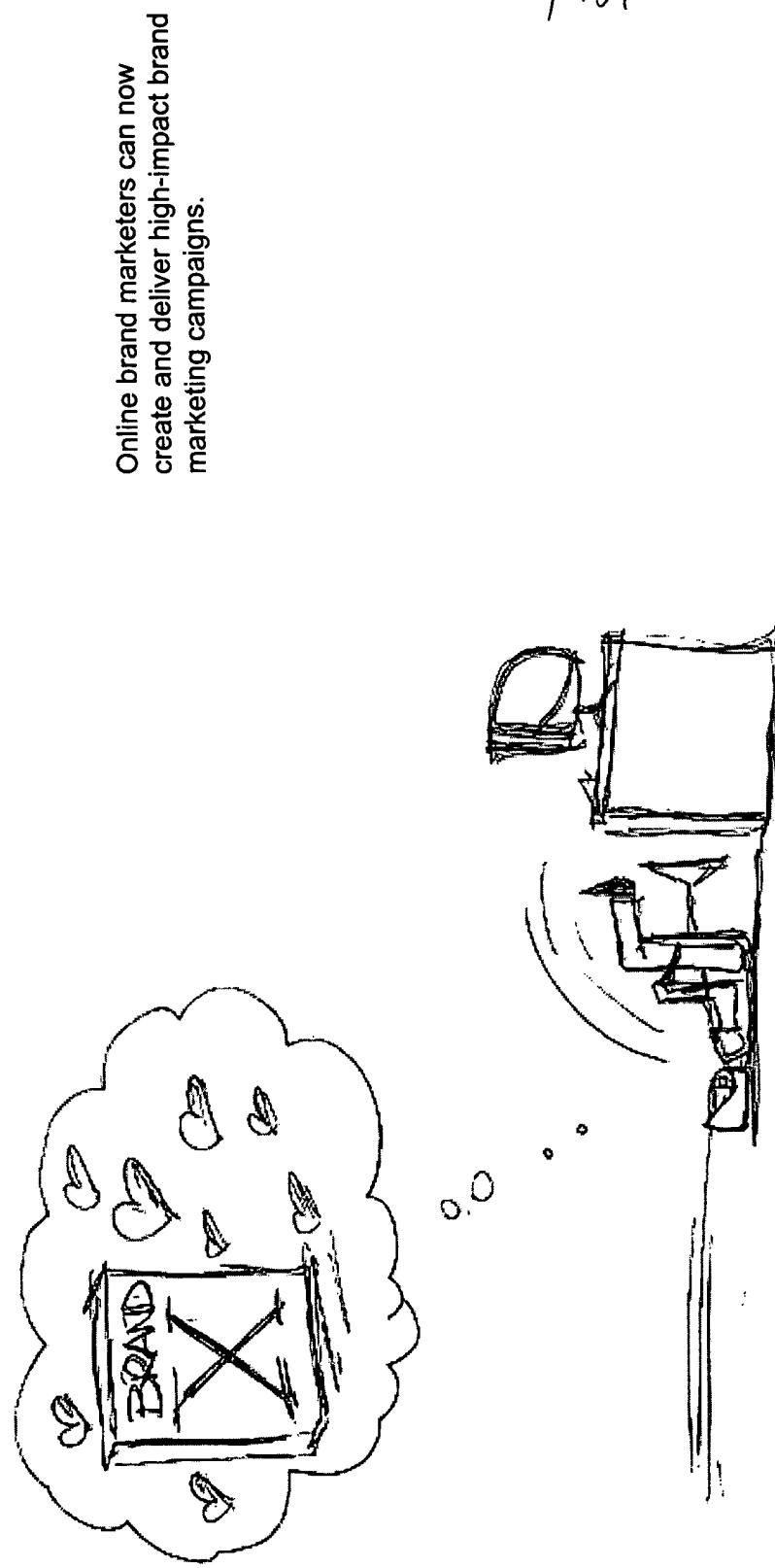


FIG. 441<9

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56

FIG. 44 L10

Retailers can build e-commerce
sites which communicate its vendors'
intended brand images while
preserving their own.

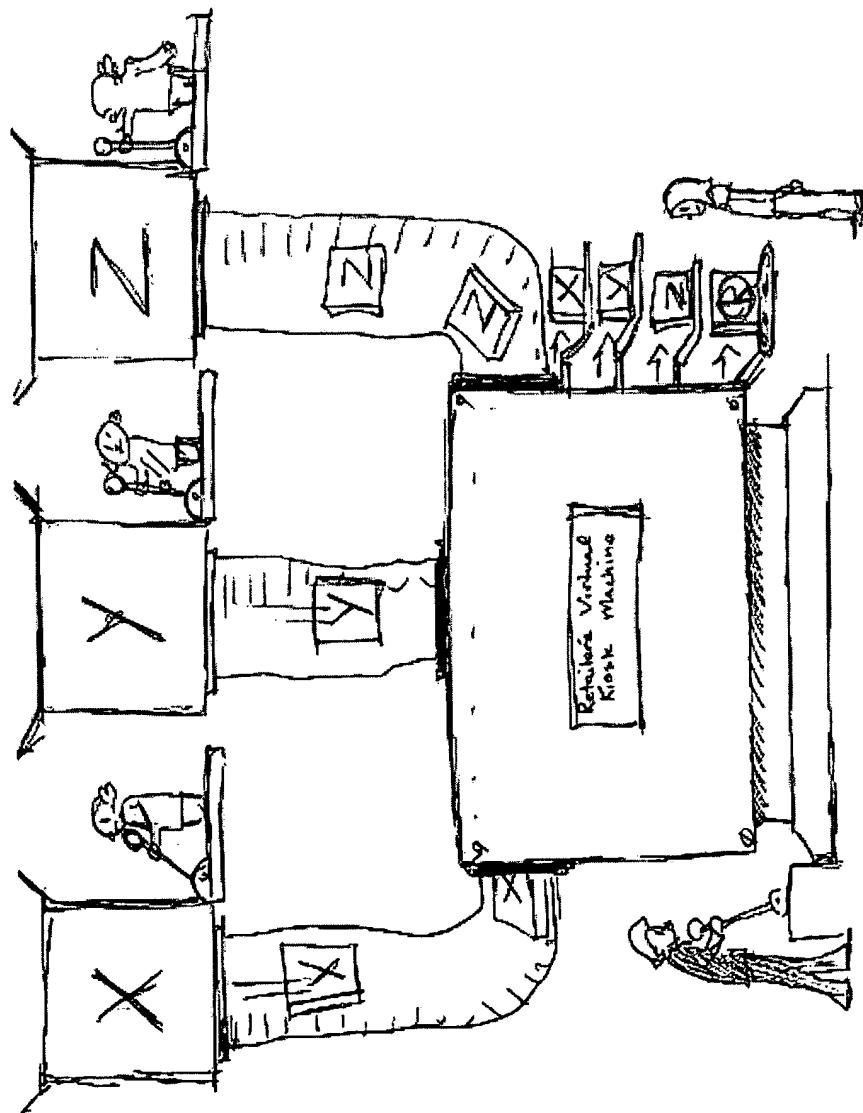
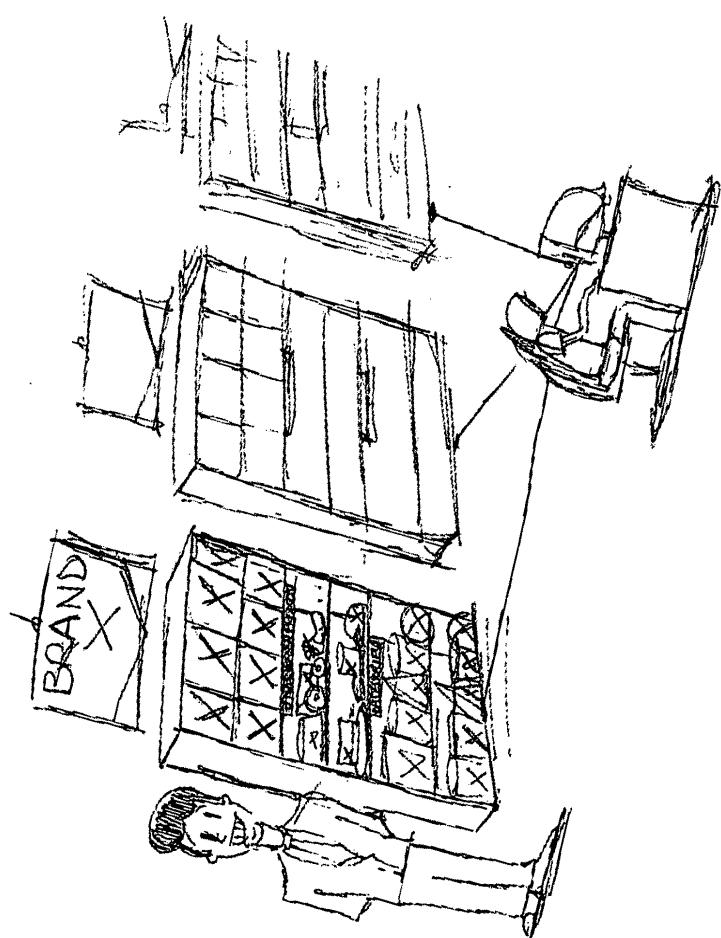


FIG. 44L11

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Retailers can more efficiently
use the virtual shelf-space on
their Websites.

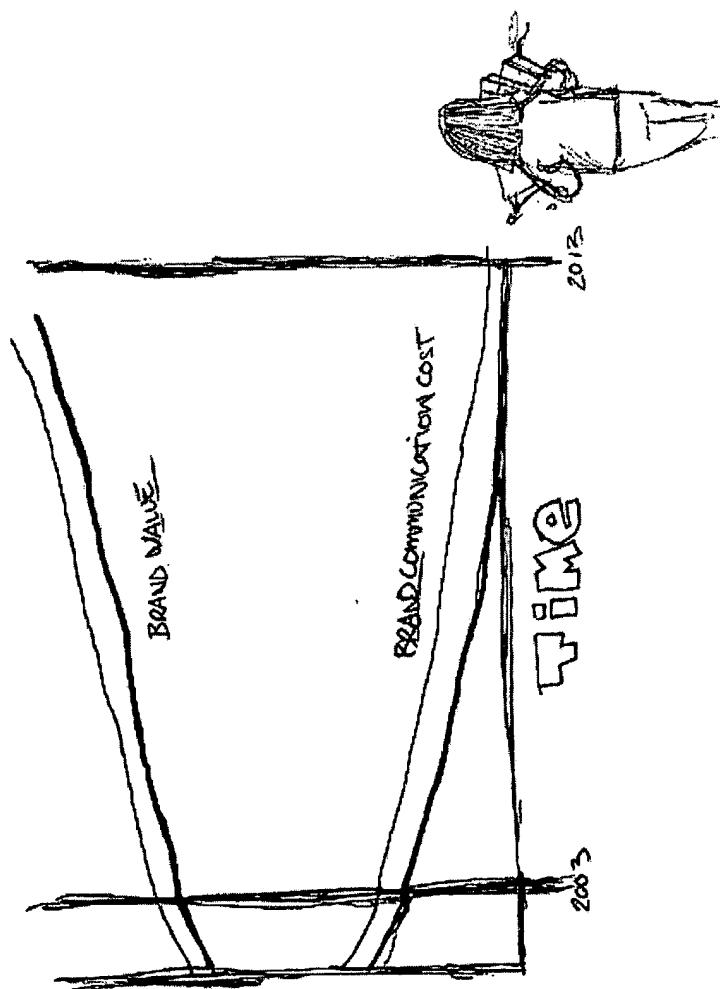


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By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.

FIG. 44 L/2

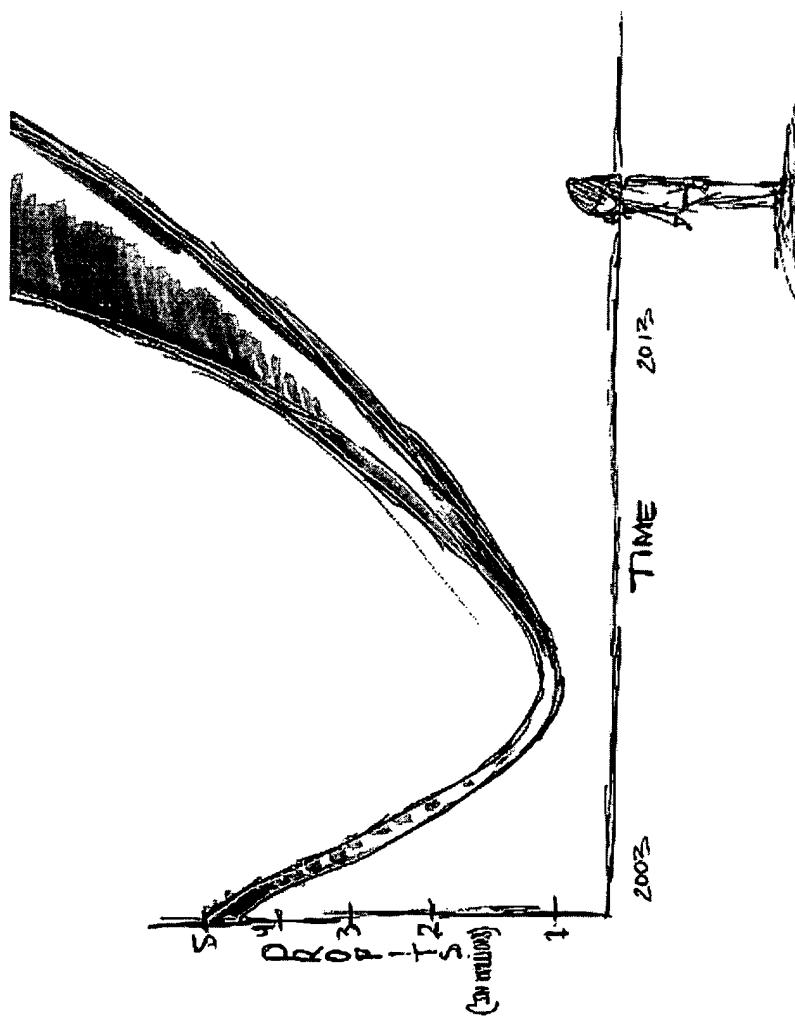


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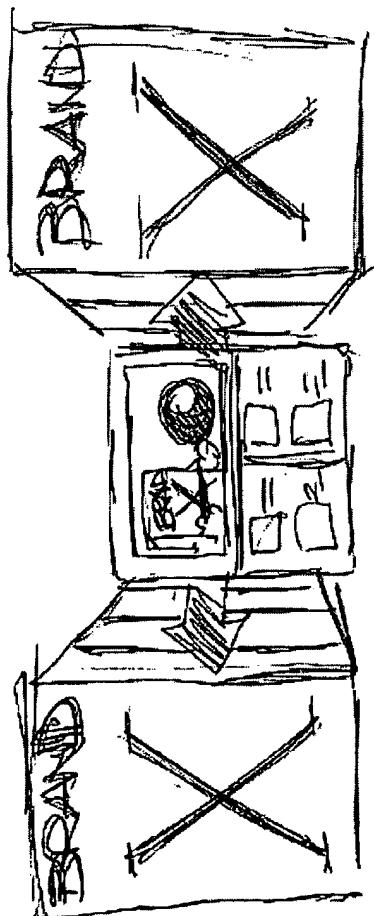
FIG. 44L13

By creating new levels of Brand
Value and Experience, the durability
of all serviced Brands can be
extended.



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By providing such benefits,
the Brandkey Systems™
Network helps build more
distinctive, valuable, and
stronger Brands in the
marketplace.



60

FIG. 44 L14

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61

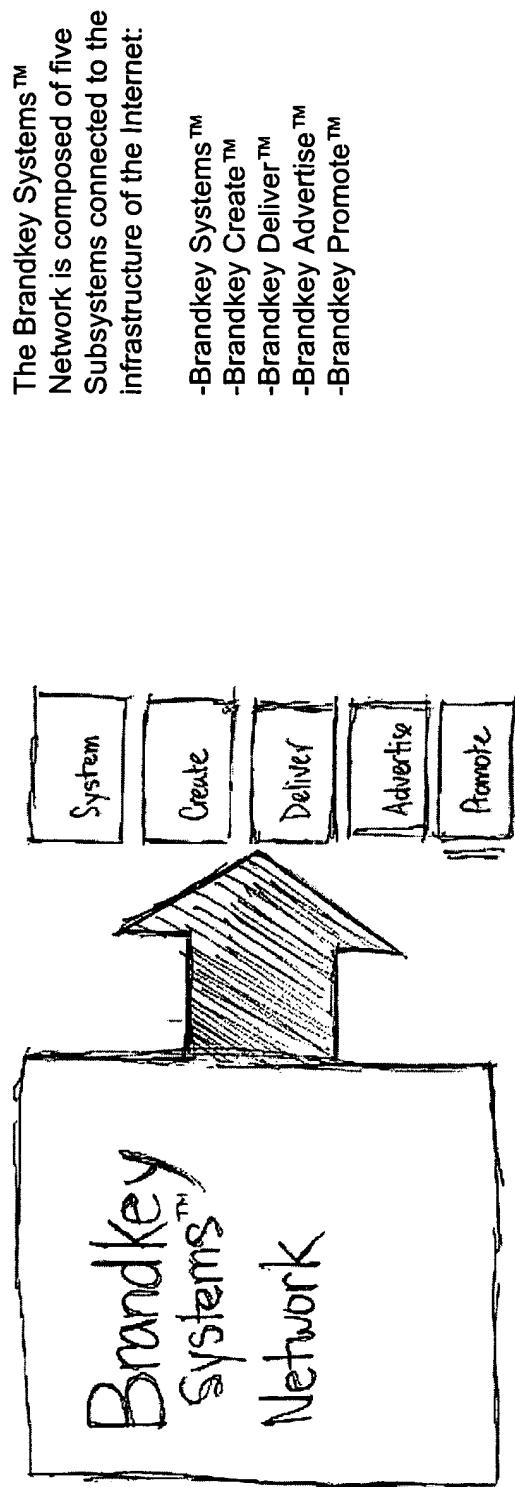


FIG. 44 M1

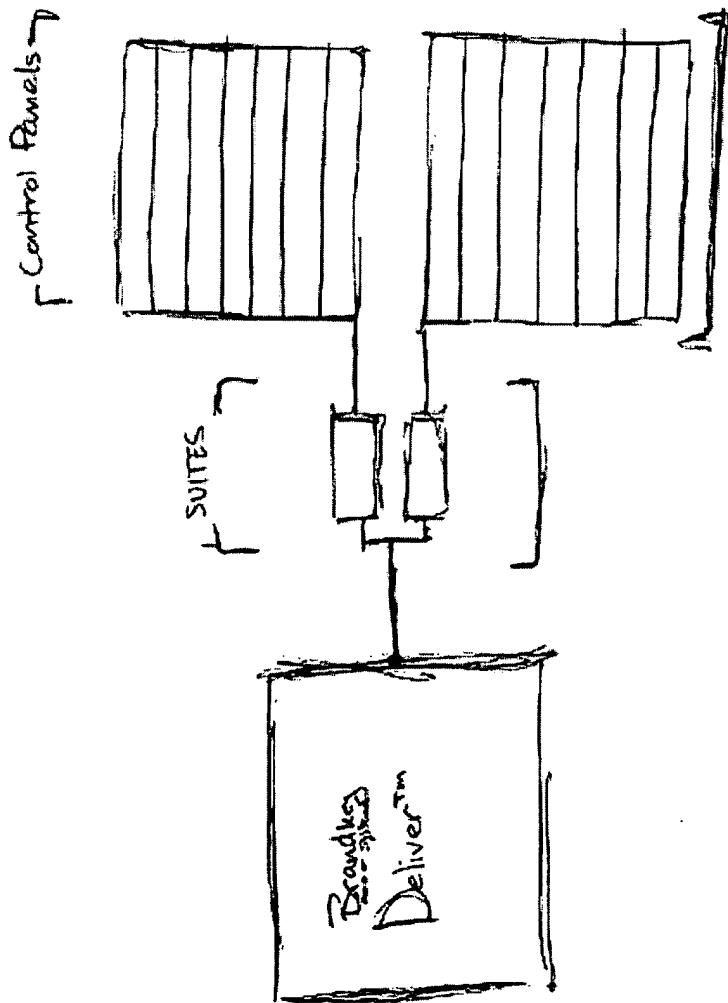
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62

FIG. 44M2

Each of these subsystems supports one or more Service Suites, and each Service Suite contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.

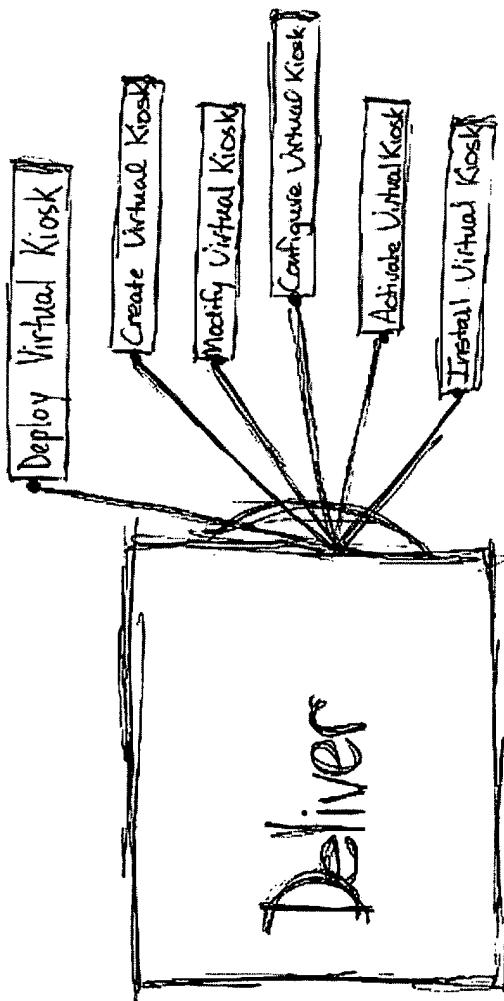


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FIG. 44M3

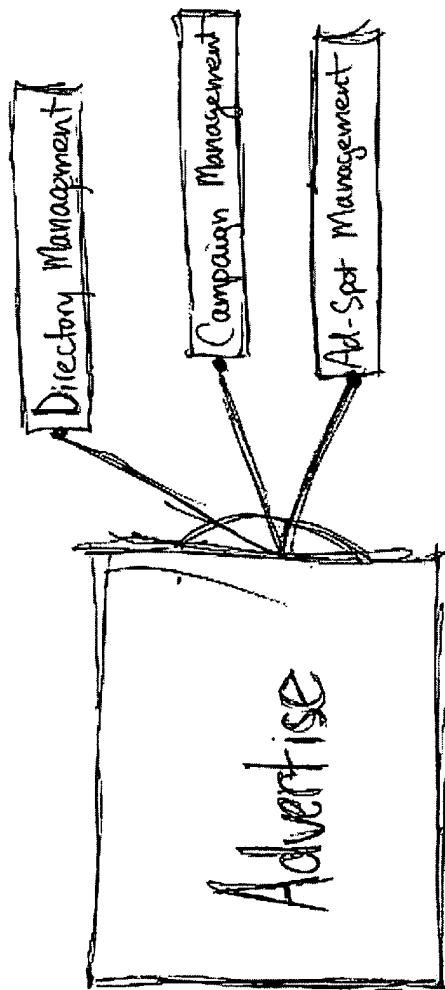
Brandkey Deliver™ Marketing Instruments provide Brand Management Teams the ability to rapidly configure, deploy, and install Brandkey Systems™ Multi-Mode Virtual Kiosks on the Internet.



Brandkey Advertise™ Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple and convenient manner.

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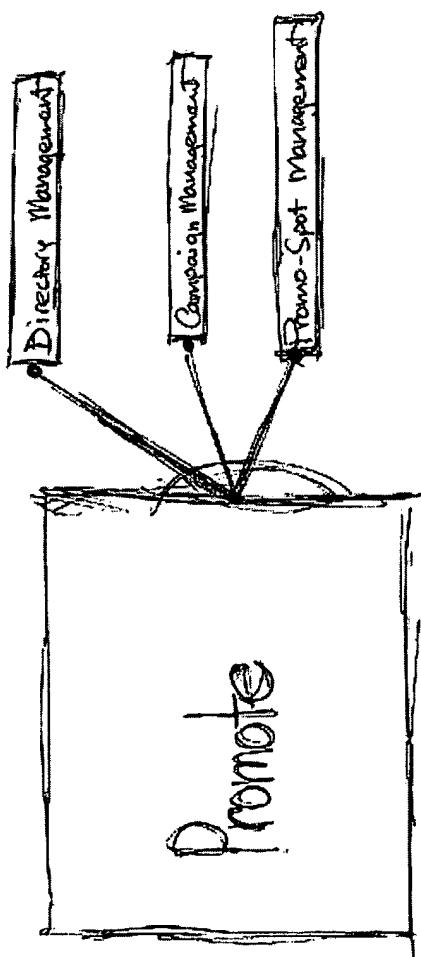
These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.



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Using Brandkey Promote™
Marketing Instruments, Brand
Managers and their Agents can
program the Promotional Spot
Display Mode of their Virtual
Kiosks.

These programming operations are
carried out by creating, executing
and managing Promotional
Campaigns designed to run on
networks of Multi-Mode Virtual
Kiosks



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FIG. 44 M5

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Brandkey Create™ Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

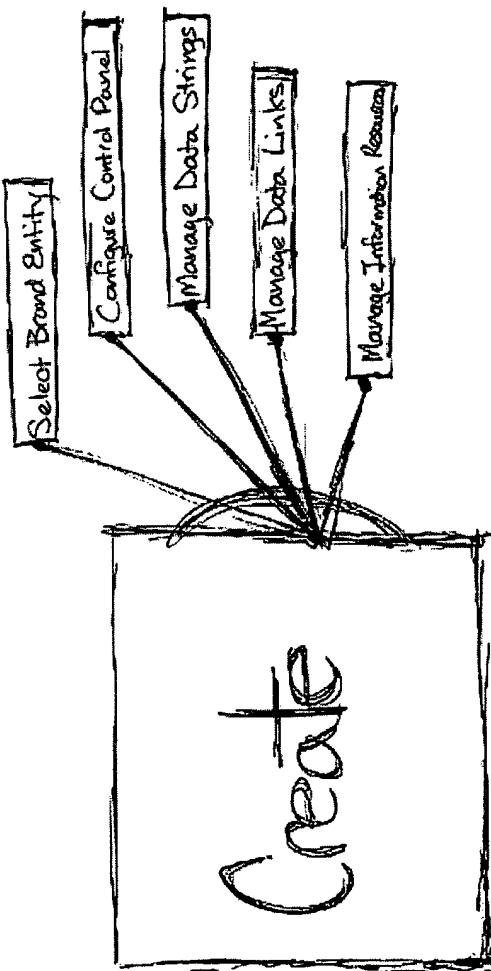


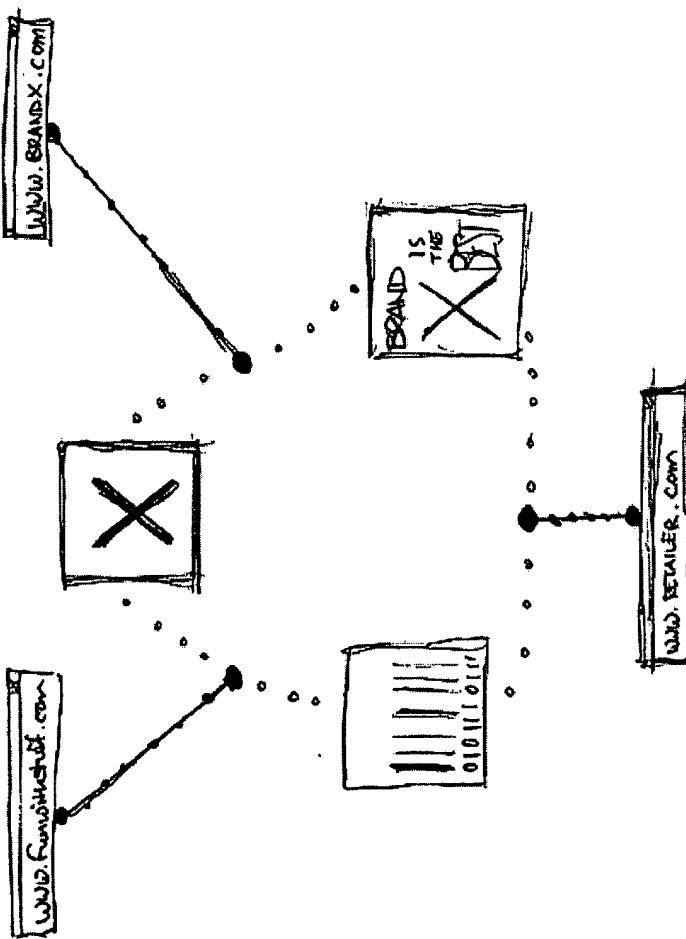
FIG. 44M6

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Brand-Building Information Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (URLs) of Brand Building Information Resources, to Product Data Strings consisting of the Universal Product Number (UPN), Trademark (TM) and Product Descriptor (PD) of branded products.

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FIG. 44M7



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For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

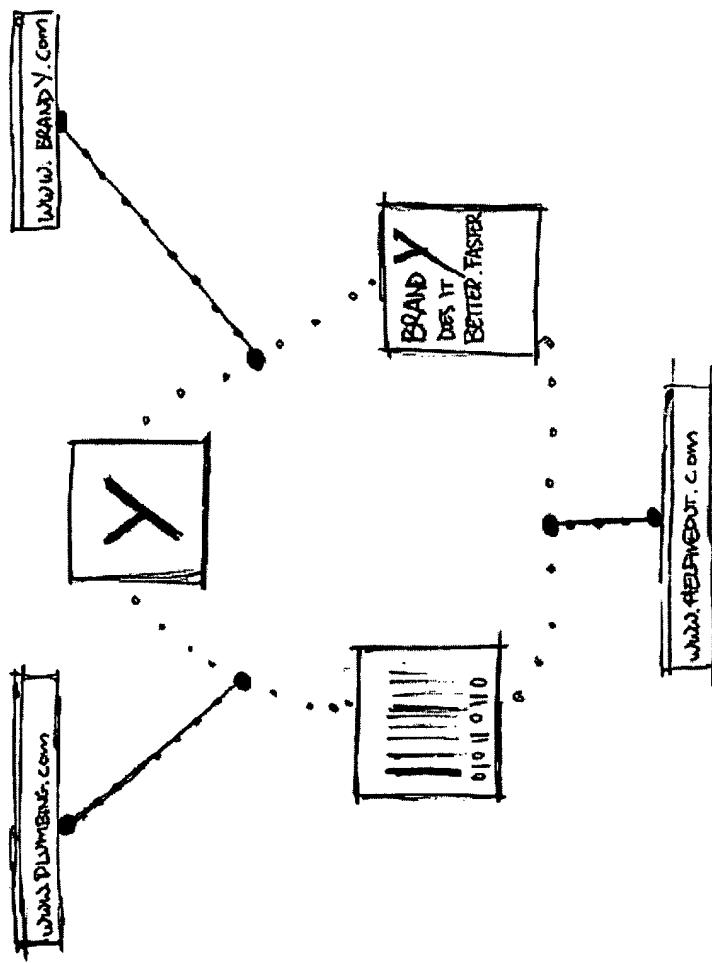


FIG. 44M 8

2A2/939

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Brandkey Systems™
Administration Instruments
enable Users to perform basic
management and
administration functions
relating to Client Accounts,
Brands, and User Rights and
Privileges.

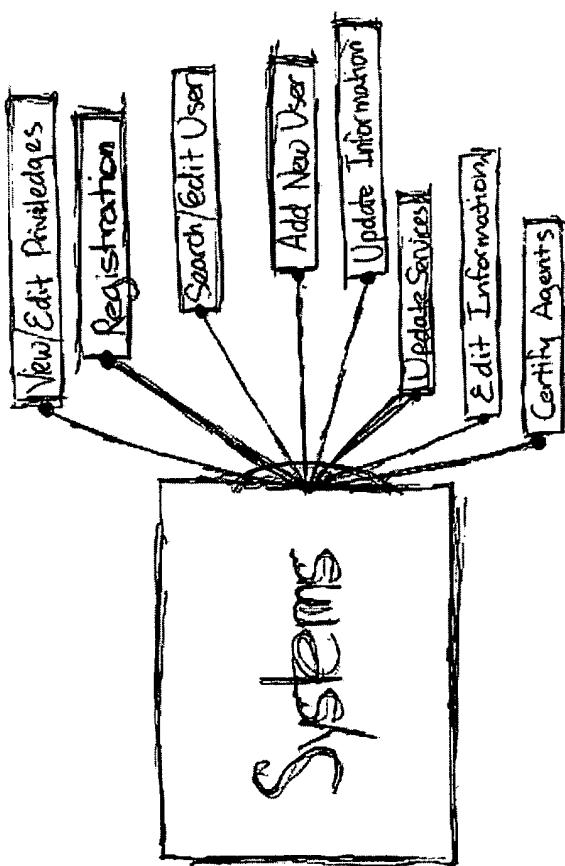


FIG. 44M 9

Using the Brandkey Systems™ Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

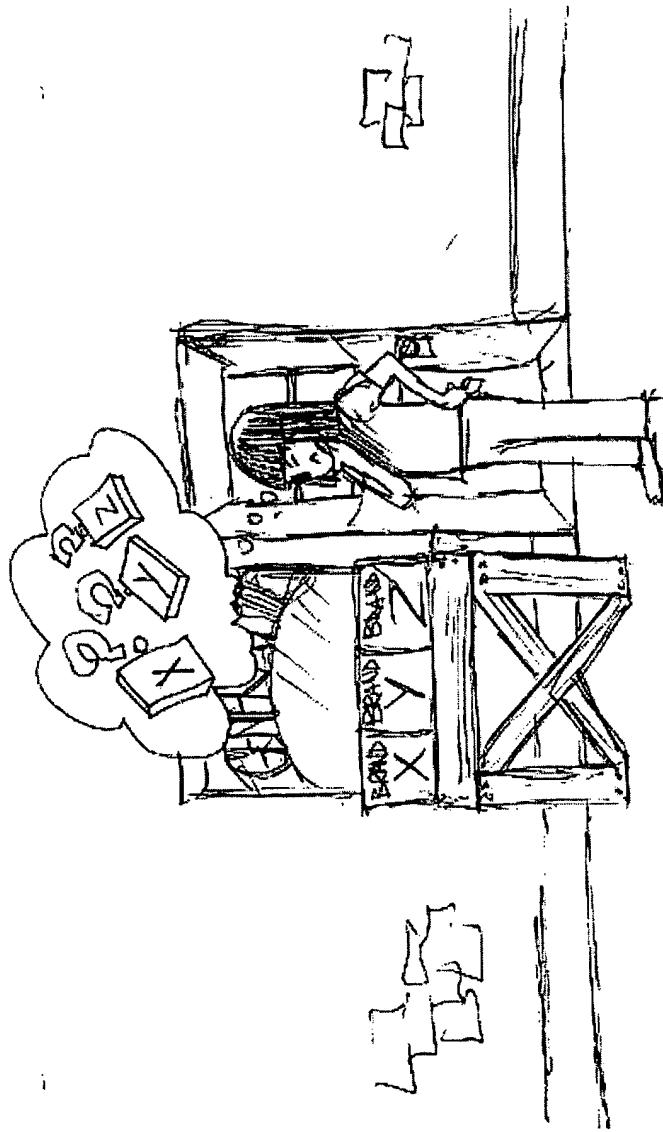


FIG. 44N1

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And when brand managers
want to reach consumers with
brand building messages and
information...



FIG. 44/N2

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...the Brandkey Systems Network is there to provide a direct channel to the hearts and minds of millions of consumers on the Web.

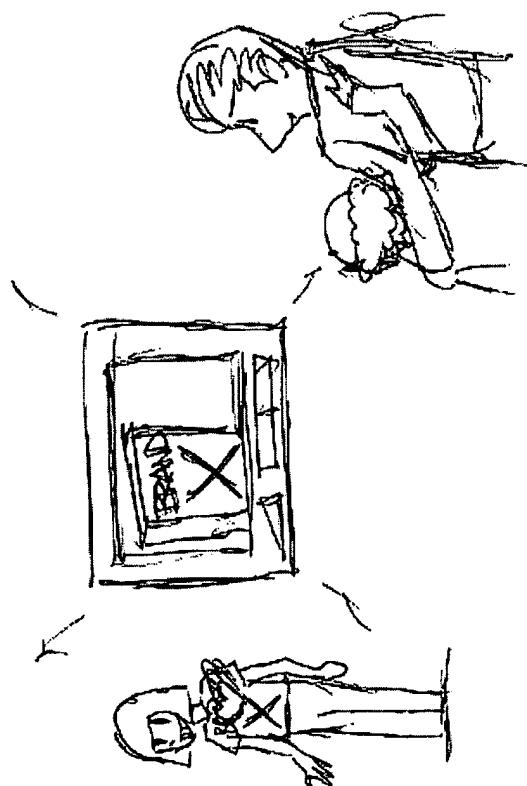


FIG. 44N3

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Definition of Terms

Advertising Agent is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

Advertising Campaign is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

Brand is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

(1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and
(2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

Brand Image is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

Brand Knowledge Network is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

Brand Management Team is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

Brand Marketing Campaign is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

Data Link is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

Promotional Agent An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

Promotional Campaign is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

Product Data String is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

Service Data String is a string of data comprising a Universal Service Number (e.g. Airclic Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

F16. 440

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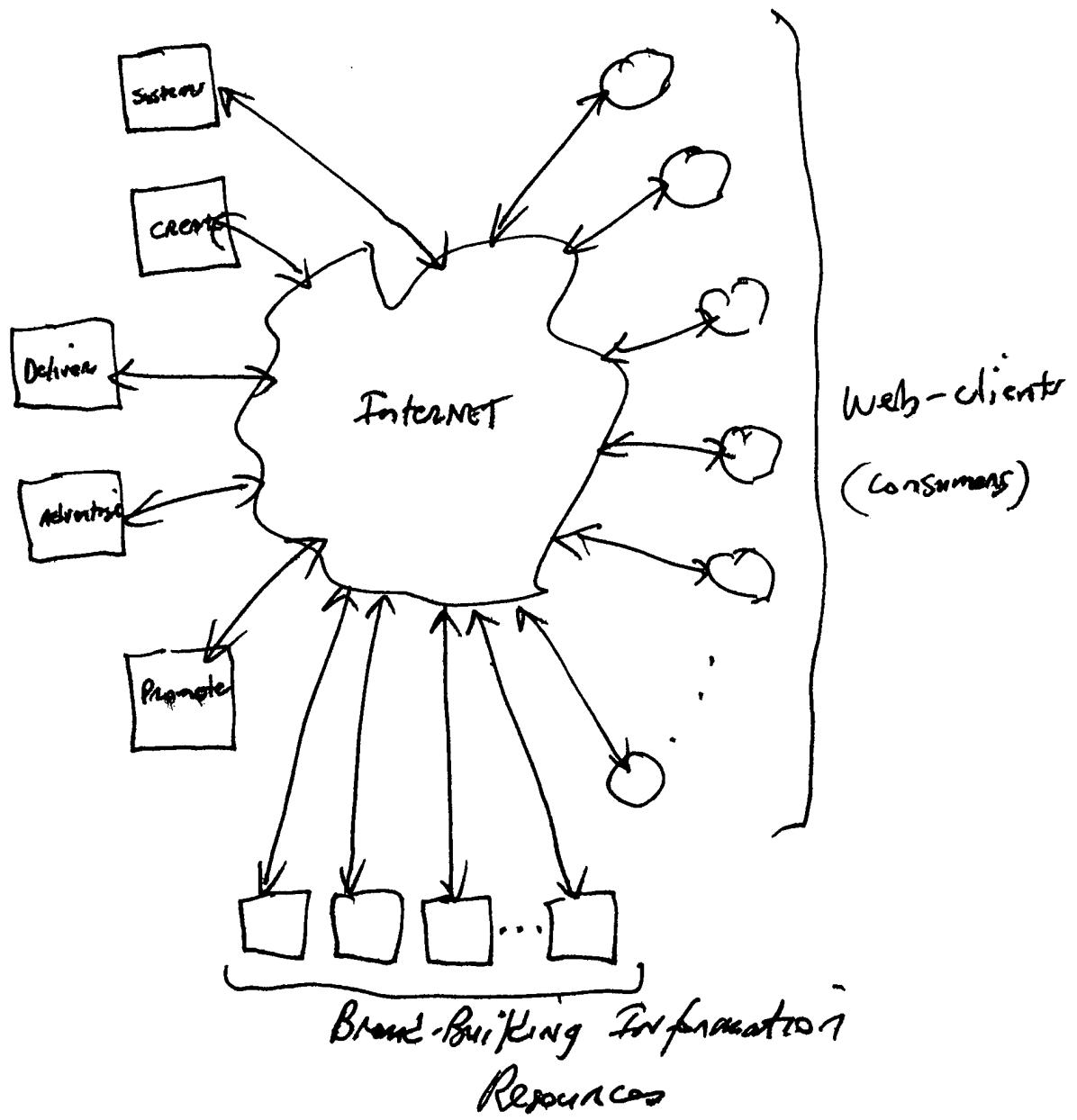
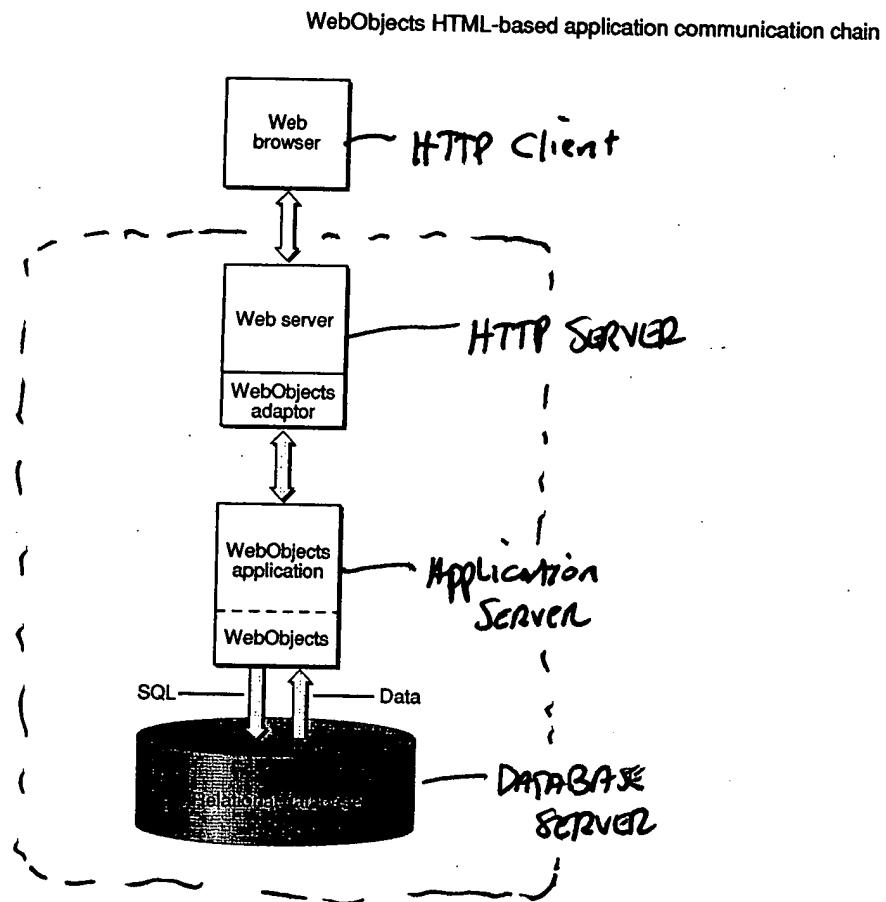


FIG. 45A1

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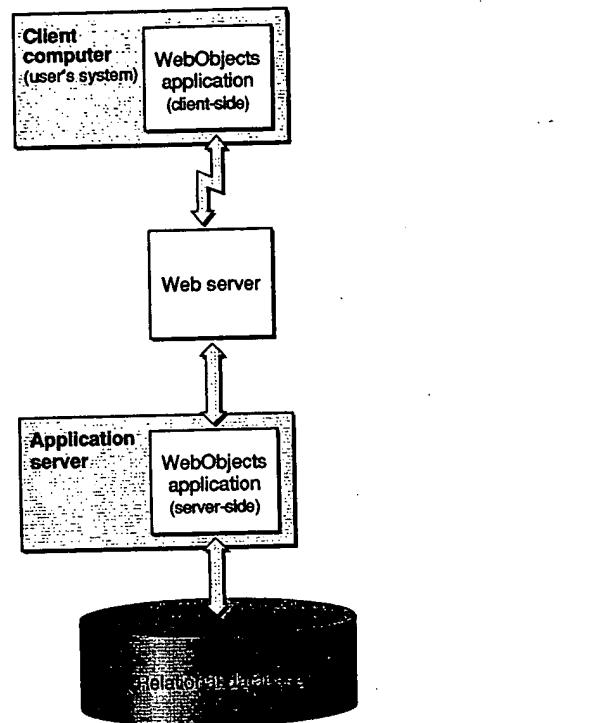
The WebObjects Architecture

FIG. 45A1

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)

Java Client's distributed, multitier architecture



Java Client Architecture

)

FIG. 45A3

Brandkey[™] systems

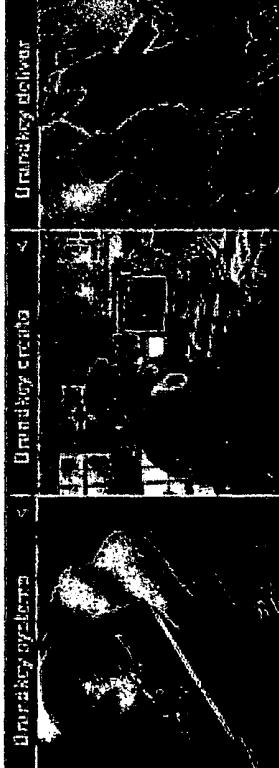
Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Log In

Brand Marketing Communication Instrumentation Network

Brandkey systems

Brandkey Systems™ Network

Brandkey Systems™ Subsystems



Brandkey Create

Brandkey Deliver

Brandkey Advertise

Brandkey Promote

We are pioneers of revolutionary, Internet-enabled brand communication solutions that enable you to educate consumers about your brand, to develop relationships with them

Brandkey Systems™ Network

- » System Overview

Brandkey Create™ Subsystem

- » Subsystem Overview

Brandkey Deliver™ Subsystem

- » Subsystem Overview

Brandkey Advertise™ Subsystem

- » Subsystem Overview

Brandkey Promote™ Subsystem

- » Subsystem Overview

Multi-Mode Virtual Kiosk™



Our Multi-Mode Virtual Kiosk™ technology provides a new kind of Internet-based "telecommunication device" (e.g. video-communication) directly between you and your customers ... at any Internet-enabled consumer touchpoint.

» Learn more

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FIG. 45B1

FIG. 45B2

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Brandkey Systems is a global brand marketing communication technology and services company. We provide Clients with revolutionary web-based brand marketing communication instruments and supporting services that help them build the demand side of their business. Our success and growth are built on the quality of our Client base, the depth of our relationships, and our expertise in the innovative technologies which we develop and support in the marketplace.



Tutorials FAQ

Tutorials on the Brandkey Systems Network

■ BRANDKEY SYSTEMS NETWORK

- Login
- Logout
- Forgot Password

■ BRANDKEY SYSTEMS SUBSYSTEM

► Registration Suite

1. Control Panel for registering with Brandkey Systems Network

► User-Account Administration Suite

1. Control Panel for Administering Users

2. Control Panel for Administering Accounts

3. Control Panel for Administering Ad/Promo Privileges

■ BRANDKEY CREATE SUBSYSTEM

► Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

- a. Select Brand Entity

FIG. 45C1

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- b. Configure Control Panel
- c. Manage Data Strings
- d. Manage Data Links

► **Brand Building Web Resources Hosting Suite**

1. **Control Panel for Hosting Brand Building Web Resources**

- a. Select Brand Entity
- b. Manage Data Strings
- c. Manage Data Links
- d. Manage Information Resources

■ **BRANDKEY DELIVER SUBSYSTEM**

► **Virtual Kiosk Generation Suite**

1. **Control Panel for Generating Product-Specific Virtual Kiosks**

- a. Configure P-S Virtual Kiosks
- b. Create P-S Virtual Kiosks
- c. Modify P-S Virtual Kiosks
- d. Deploy P-S Virtual Kiosks
- e. Activate P-S Virtual Kiosks

2. **Control Panel for Generating Service-Specific Virtual Kiosks**

- a. Configure S-S Virtual Kiosks
- b. Create S-S Virtual Kiosks

FIG. 45 C 2

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c. Modify S-S Virtual Kiosks

d. Deploy S-S Virtual Kiosks

e. Activate S-S Virtual Kiosks

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. Configure V-S Virtual Kiosks

b. Create V-S Virtual Kiosks

c. Modify V-S Virtual Kiosks

d. Deploy V-S Virtual Kiosks

e. Activate V-S Virtual Kiosks

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. Configure S-P-S Virtual Kiosks

b. Create S-P-S Virtual Kiosks

c. Modify S-P-S Virtual Kiosks

d. Deploy S-P-S Virtual Kiosks

e. Activate S-P-S Virtual Kiosks

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. Configure R-S Virtual Kiosks

b. Create R-S Virtual Kiosks

c. Modify R-S Virtual Kiosks

d. Deploy R-S Virtual Kiosks

e. Activate R-S Virtual Kiosks

6 Control Panel for Generating International Scenario-Specific Virtual Kiosks

http://www.brandkeysystems.com/bk_systems/h_launch_help_tutorials.html

FIG 45C3

5/5/2003

- a. Configure I-S Virtual Kiosks
- b. Create I-S Virtual Kiosks
- c. Modify I-S Virtual Kiosks
- d. Deploy I-S Virtual Kiosks
- e. Activate I-S Virtual Kiosks

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. Configure C-S Virtual Kiosks
- b. Create C-S Virtual Kiosks
- c. Modify C-S Virtual Kiosks
- d. Deploy C-S Virtual Kiosks
- e. Activate C-S Virtual Kiosks

► Virtual Kiosk Installation Suite

- 1. Control Panel for Installing Product-Specific Virtual Kiosks
- 2. Control Panel for Installing Service-Specific Virtual Kiosks
- 3. Control Panel for Installing Vendor-Specific Virtual Kiosks
- 4. Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- 5. Control Panel for Installing Retailer-Specific Virtual Kiosks
- 6. Control Panel for Installing Industry-Specific Virtual Kiosks
- 7. Control Panel for Installing Corporate-Specific Virtual Kiosks

■ BRANDKEY ADVERTISE SUBSYSTEM

FIG 45C4

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► Virtual Kiosk Advertising Campaign Management Suite

1. Control Panel for Managing Advertising Campaigns

- a. Directory Management
- b. Campaign Management
- c. Ad-Spot Management

■ BRANDKEY PROMOTE SUBSYSTEM

► Virtual Kiosk Promotional Campaign Management Suite

1. Control Panel for Managing Promotional Campaigns

- a. Directory Management
- b. Campaign Management
- c. Promo-Spot Management

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F19.45C5



Brandkey Systems Network Help Control Panel

Brandkey Systems Network Help Control Panel

BRANDKEY SYSTEMS NETWORK

- How do you Login to the BKS Brand Marketing Communications Network?
- How do you Logout of the BKS Brand Marketing Communications Network?
- How do you Retrieve your Password if you have forgotten it?

BRANDKEY SYSTEMS SUBSYSTEM

► Registration Suite

1. How do you Register with the BKS Brand Marketing Communications Network?

► User-Account Administration Suite

1. Control Panel for Administering Users

- a. How do you Edit User Information?
- b. How do you Add a New User to your Brand Account?

2. Control Panel for Administering Accounts

- a. How do you Update your Company Information?
- b. How do you Update Administrator Information?
- c. How do you Update your Available Services?
- d. How do you Modify your Registered Brand Entity Information?

FIG. 4BD1

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- e. How do you Add a New Brand Entity?
 - f. How do you Certify Advertising Agents?
 - g. How do you Certify Promotional Agents?
3. **Control Panel for Administering Ad/Promo Privileges**
- a. How do you Edit installed Virtual Kiosks Ad/Promo Privileges?

■ BRANDKEY CREATE SUBSYSTEM

► Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

- a. How do you Select the Brand Entity you wish to work with?
- b. How do you Configure the Brand Information Network Control Panel?
- c. How do you Import Data String Records?
- d. How do you Edit Data String Records?
- e. How do you Add New Data String Records?
- f. How do you Synchronize Data String Records?
- g. How do you Edit Data Link Records?
- h. How do you Add New Data Link Records?

► Brand Building Web Resources Hosting Suite

- 1. Control Panel for Hosting Brand Building Web Resources
 - a. How do you Select the Brand Entity you wish to work with?
 - b. How do you View Data String Records?

- c. How do you View Data Link Records?
- d. How do you Manage Brandkey Information Resource Records?

■ BRANDKEY DELIVER SUBSYSTEM

► Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

- a. How do you Configure P-S Virtual Kiosks?
- b. How do you Create P-S Virtual Kiosks?
- c. How do you Modify P-S Virtual Kiosks?
- d. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate P-S Virtual Kiosks?

2. Control Panel for Generating Service-Specific Virtual Kiosks

- a. How do you Configure S-S Virtual Kiosks?
- b. How do you Create S-S Virtual Kiosks?
- c. How do you Modify S-S Virtual Kiosks?
- d. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

~ How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

سازمان اطلاعاتی و پردازش داده های برندکی

h. How do you Activate S-S Virtual Kiosks?

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

- a. How do you Configure V-S Virtual Kiosks?
- b. How do you Create V-S Virtual Kiosks?
- c. How do you Modify V-S Virtual Kiosks?
- d. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate V-S Virtual Kiosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

- a. How do you Configure S-P-S Virtual Kiosks?
- b. How do you Create S-P-S Virtual Kiosks?
- c. How do you Modify S-P-S Virtual Kiosks?
- d. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

- a. How do you Configure R-S Virtual Kiosks?

F15. 45 D4

- b. How do you Create R-S Virtual Kiosks?
- c. How do you Modify R-S Virtual Kiosks?
- d. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Kiosks?

6. Control Panel for Generating Industry-Specific Virtual Kiosks

- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Kiosks?
- c. How do you Modify I-S Virtual Kiosks?
- d. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Kiosks?

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. How do you Configure C-S Virtual Kiosks?
- b. How do you Create C-S Virtual Kiosks?
- c. How do you Modify C-S Virtual Kiosks?
- d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

FIG. 45DS

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- e. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate C-S Virtual Kiosks?

► **Virtual Kiosk Installation Suite**

- 1. How do you Install Product-Specific Virtual Kiosks?
- 2. How do you Install Service-Specific Virtual Kiosks?
- 3. How do you Install Vendor-Specific Virtual Kiosks?
- 4. How do you Install Service-Provider-Specific Virtual Kiosks?
- 5. How do you Install Retailer-Specific Virtual Kiosks?
- 6. How do you Install Industry-Specific Virtual Kiosks?
- 7. How do you Install Corporate-Specific Virtual Kiosks?

■ **BRANDKEY ADVERTISE SUBSYSTEM**

► **Virtual Kiosk Advertising Campaign Management Suite**

- 1. **Control Panel for Managing Advertising Campaigns**
 - a. How do you Generate a General Virtual Kiosk Advertising Directory?
 - b. How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?
 - c. How do you Modify a General Virtual Kiosk Advertising Directory?
 - d. How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?
 - e. How do you Register a Virtual Kiosk Advertising Campaign?

* Under development. A virtual kiosk advertising campaign

FIG. 4 SD 6

- f. How do you modify a virtual kiosk Availability Campaign?
- g. How do you Run and Stop a Virtual Kiosk Advertising Campaign?
- h. How do you Monitor a Virtual Kiosk Advertising Campaign?
- i. How do you Place an Ad-Spot Order on a Virtual Kiosk Subnetwork?
- j. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?

■ BRANDKEY PROMOTE SUBSYSTEM

► Virtual Kiosk Promotional Campaign Management Suite

- 1. **Control Panel for Managing Promotional Campaigns**
 - a. How do you Generate a General Virtual Kiosk Promotional Directory?
 - b. How do you Generate a Brand-Specific Virtual Kiosk Promotional Directory?
 - c. How do you Modify a General Virtual Kiosk Promotional Directory?
 - d. How do you Modify a Brand-Specific Virtual Kiosk Promotional Directory?
 - e. How do you Register a Virtual Kiosk Promotional Campaign?
 - f. How do you Modify a Virtual Kiosk Promotional Campaign?
 - g. How do you Run and Stop a Virtual Kiosk Promotional Campaign?
 - h. How do you Monitor a Virtual Kiosk Promotional Campaign?
 - i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?
 - j. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?

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F15. 45D7

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The screenshot shows the homepage of the Brandkey Systems Network. The top navigation bar includes links for Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. Below the navigation is a sidebar with sections for Brandkey Systems Benefits, Tutorials, and Brandkey Systems. The main content area features a large, bold 'Manage' heading. Underneath it, there are three main sections: 'Accounts, Brands and User Rights', 'Manage Accounts, Brands, and User Rights to access the Brandkey Systems Network and program the Advertisement and Promotion Display Modes of Multi-Mode Virtual Kiosks.', and 'Brand Entity'. A callout bubble highlights the 'Brand Entity' section, which contains a list of items: Client Account, Client Account Information, You may edit the Brand Entity Information, and Entity Identification.

Brandkey™ systems

Brandkey Systems Benefits

Tutorials

- Brandkey Systems

Manage

Accounts, Brands and User Rights

Manage Accounts, Brands, and User Rights to access the Brandkey Systems Network and program the Advertisement and Promotion Display Modes of Multi-Mode Virtual Kiosks.

Brand Entity

- Client Account
- Client Account Information
- You may edit the Brand Entity Information
- Entity Identification

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The screenshot shows the Brandkey Systems website. The top navigation bar includes links for Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. Below the navigation is a main menu with options like Brandkey Systems, Brandkey Systems Benefits, Brandkey Systems Benefits, Brandkey Create, Brandkey Deliver, Brandkey Advertise, Brandkey Promote, Tutorial Suite, Registration Suite, User/Account Administration Suite, and Help/Support.

Brandkey Systems Subsystem Benefits - Standard Demonstration Mode

Consumers

- Vendors
- Service Providers
- Advertising Agents
- Promotional Agents
- Retailers
- Industrialists

The Brandkey Systems™ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power or clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

F1Q. 46 B

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The screenshot shows the Brandkey Systems website with the following layout:

- Header:** Brandkey™ systems
- Top Navigation:** Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login
- Left Sidebar:**
 - Brandkey Systems Benefits
 - Brandkey Systems Suite
 - Demonstrations Suite
 - Administrative Suite
 - User/Account Administration Suite
- Main Content:**

Brandkey Systems Demonstrations Suite - Standard Demonstration Mode

 - Brandkey Systems
 - Brandkey Create
 - Brandkey Deliver
 - Brandkey Advertise
 - Brandkey Promote
 - Multimode Virtual Kiosks

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Brandkey Systems Benefits		Brandkey Systems Benefits		Brandkey Systems Benefits		Brandkey Systems Benefits																					
Brandkey Systems	Brandkey create	Brandkey deliver	Brandkey advertise	Brandkey promote	Brandkey administer	Brandkey support	Brandkey promote																				
Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode																											
<ul style="list-style-type: none"> ► Brandkey Systems ► Brandkey Create ► Brandkey Deliver ► Brandkey Advertise ► Brandkey Promote ► Multimode Virtual Kiosks • Product-Specific Virtual Kiosks • Service-Specific Virtual Kiosks • Vendor-Specific Virtual Kiosks • Service-Provider-Specific Virtual Kiosks • Retailer-Specific Virtual Kiosks • Industry-Specific Virtual Kiosks • Corporate-Specific Virtual Kiosks 																											
<table border="1"> <caption>Multimode Virtual Kiosk Demonstration Matrix</caption> <thead> <tr> <th>HTML-Encoded Document</th> <th>HTML-Encoded Image</th> <th>Pre-Post Purchase</th> <th>Simplex</th> <th>Complex</th> <th>HTML-Encoded Document</th> <th>HTML-Encoded Image</th> <th>Pre-Post Purchase</th> <th>Simplex</th> <th>Complex</th> </tr> </thead> <tbody> <tr> <td>Brandkey(TM) Button</td> <td>Desktop Icon</td> <td>Lexus LS 400</td> <td>Simplex</td> <td>Complex</td> <td>Brandkey(TM) Button</td> <td>Desktop Icon</td> <td>Lexus LS 400</td> <td>Simplex</td> <td>Complex</td> </tr> </tbody> </table>								HTML-Encoded Document	HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex	HTML-Encoded Document	HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex	Brandkey(TM) Button	Desktop Icon	Lexus LS 400	Simplex	Complex	Brandkey(TM) Button	Desktop Icon	Lexus LS 400	Simplex	Complex
HTML-Encoded Document	HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex	HTML-Encoded Document	HTML-Encoded Image	Pre-Post Purchase	Simplex	Complex																		
Brandkey(TM) Button	Desktop Icon	Lexus LS 400	Simplex	Complex	Brandkey(TM) Button	Desktop Icon	Lexus LS 400	Simplex	Complex																		

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Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode	
Brandkey Systems	Brandkey create
Brandkey Systems Benefits	Brandkey advertiser
Brandkey Administration Suite	Brandkey promotional
Registration Suite	User Account Administration Suite

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- [Brandkey Systems](#)
- [Brandkey Create](#)
- [Brandkey Dataloader](#)
- [Brandkey Advertise](#)
- [Multimode Virtual Kiosks](#)
- [Product-Specific Virtual Kiosks](#)
 - [Product-Specific Virtual Kiosks](#)
 - [Service-Specific Virtual Kiosks](#)
 - [Vendor-Specific Virtual Kiosks](#)
 - [Service-Provider-Specific Virtual Kiosks](#)
 - [Retailer-Specific Virtual Kiosks](#)
 - [Industry-Specific Virtual Kiosks](#)
 - [Corporate-Specific Virtual Kiosks](#)

FIG. 46C3

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The screenshot shows the Brandkey Systems website with a navigation bar at the top. The main content area is titled "Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode". Below this, there is a table titled "Multimode Virtual Kiosk Demonstration Matrix". The table has four columns: "HTML-Encoded Document", "HTML-Encoded Image", "Pre-Post Purchase", and "Pre-Post Purchase". The rows correspond to different types of virtual kiosks, each with a brief description and a link to "View".

	HTML-Encoded Document	HTML-Encoded Image	Pre-Post Purchase	Pre-Post Purchase
Multimode Virtual Kiosks	Vendor-Specific Virtual Kiosk	Pre-Post Purchase	Simplex	Simplex
Product-Specific Virtual Kiosks	View	Complex	Complex	Complex
Service-Specific Virtual Kiosks				
Vendor-Specific Virtual Kiosks				
Service-Provider-Specific Virtual Kiosks				
Retailer-Specific Virtual Kiosks				
Industry-Specific Virtual Kiosks				
Corporate-Specific Virtual Kiosks				

Brandkey Systems Benefits: Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Systems Suite: Tutorial Suite | Registration Suite | User Account Administration Suite

Brandkey Systems

- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Multimode Virtual Kiosks**
- Product-Specific Virtual Kiosks
- Service-Specific Virtual Kiosks
- Vendor-Specific Virtual Kiosks
- Service-Provider-Specific Virtual Kiosks
- Retailer-Specific Virtual Kiosks
- Industry-Specific Virtual Kiosks
- Corporate-Specific Virtual Kiosks

Brandkey Systems

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Log in

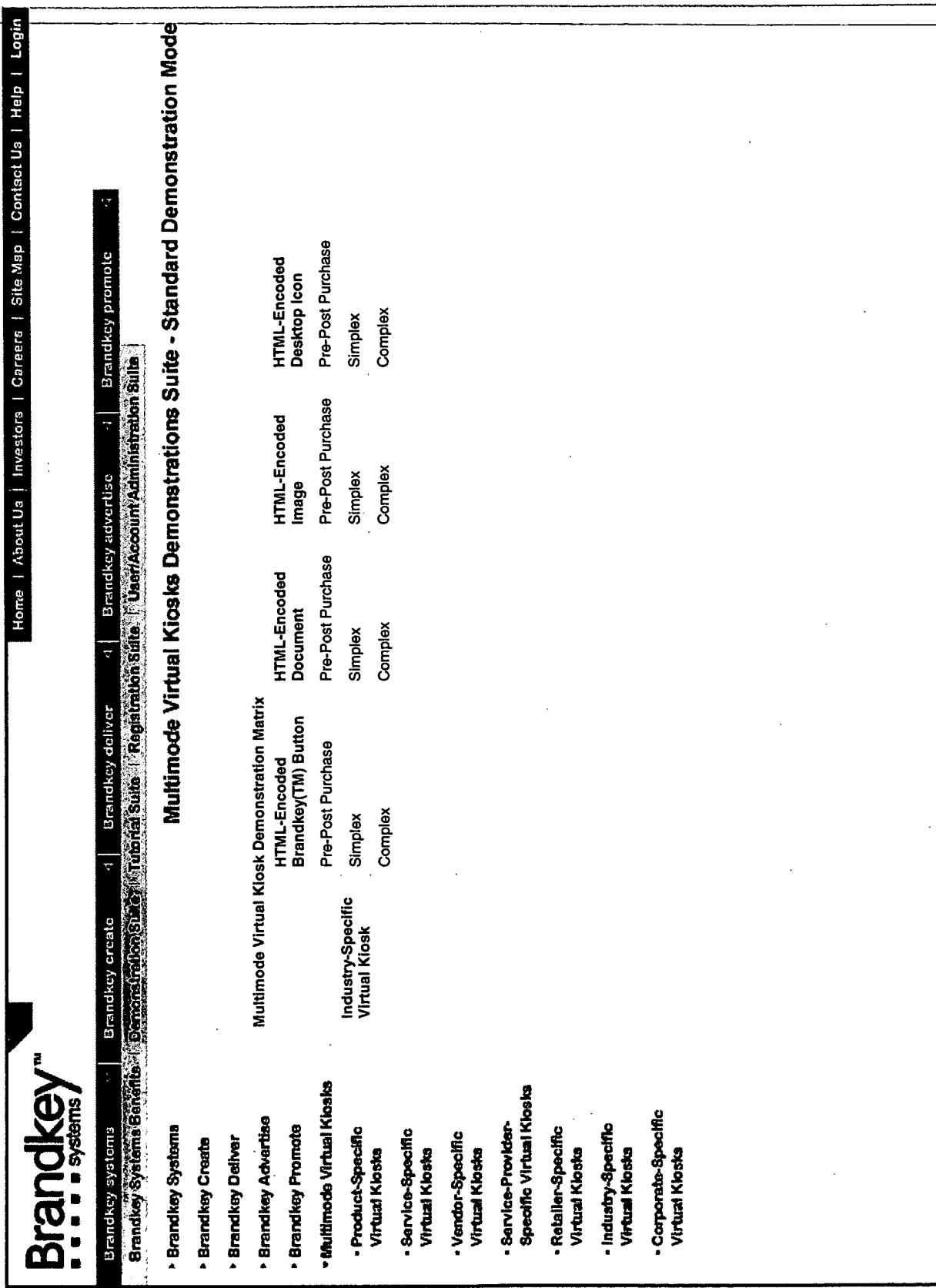
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Brandkey Systems	Brandkey create	Brandkey deliver	Brandkey adverDisc	Brandkey promote
Brandkey Systems Benefits	Multimode Virtual Kiosks	Retailer-Specific Virtual Kiosks	Pre-Post Purchase	HTML-Encoded Document
Brandkey Systems Suite	Registration Suite	Virtual Kiosk	Simplex	Image
Brandkey Administration Suite	User/Account Administration Suite	Complex	Complex	HTML-Encoded Desktop Icon

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- Brandkey Systems
- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Multimode Virtual Kiosks
 - Product-Specific Virtual Kiosks
 - Service-Specific Virtual Kiosks
 - Vendor-Specific Virtual Kiosks
 - Service-Provider-Specific Virtual Kiosks
 - Retailer-Specific Virtual Kiosks
 - Industry-Specific Virtual Kiosks
 - Corporate-Specific Virtual Kiosks

Fig. 46 CS



http://www.brandkeysystems.com/bk_systems/index_demonstrations.html

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Brandkey Systems	Brandkey Create	Brandkey Deliver	Brandkey Promote	Brandkey demonstrate	Brandkey advertise	Brandkey promote
Brandkey Systems Benefits	Brandkey Demonstration Suite	Tutorial Suite	Registration Suite	User/Account Administration Suite	Brandkey promotional	Brandkey promotional

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

- Brandkey Systems
- Brandkey Creates
- Brandkey Deliver
- Brandkey Promote
- Multimode Virtual Kiosks
- Product-Specific Virtual Kiosks
- Service-Specific Virtual Kiosks
- Vendor-Specific Virtual Kiosks
- Service-Provider-Specific Virtual Kiosks
- Retailer-Specific Virtual Kiosks
- Industry-Specific Virtual Kiosks
- Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix

	HTML-Encoded Document	HTML-Encoded Button	Pre-Post Purchase	Pre-Post Purchase	Simplex	Complex	Complex
• Multimode Virtual Kiosks	Corporate-Specific Virtual Kiosk	Corporate-Specific Virtual Kiosk	Simplex	Pre-Post Purchase	Pre-Post Purchase	Simplex	Complex

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Brandkey™ systems

Brandkey Systems Benefits | Demand Information Suite | Registration Suite | User/Account Administration Suite

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

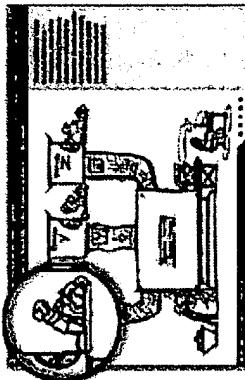
Brandkey Systems Tutorials Suite - Standard Demonstration Mode

> Network Tutorial

- > Login
- > Logout
- > Forgot Password
- > Brandkey Systems
- > Brandkey Create
- > Brandkey Deliver
- > Brandkey Advertise
- > Brandkey Promote

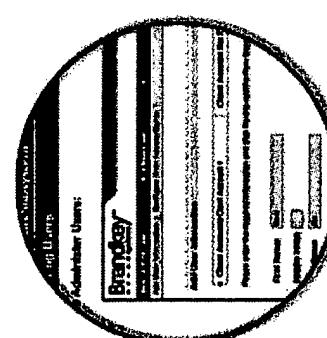
Network Tutorial

Create interactive Brand Information designed to communicate
the essential value and character.

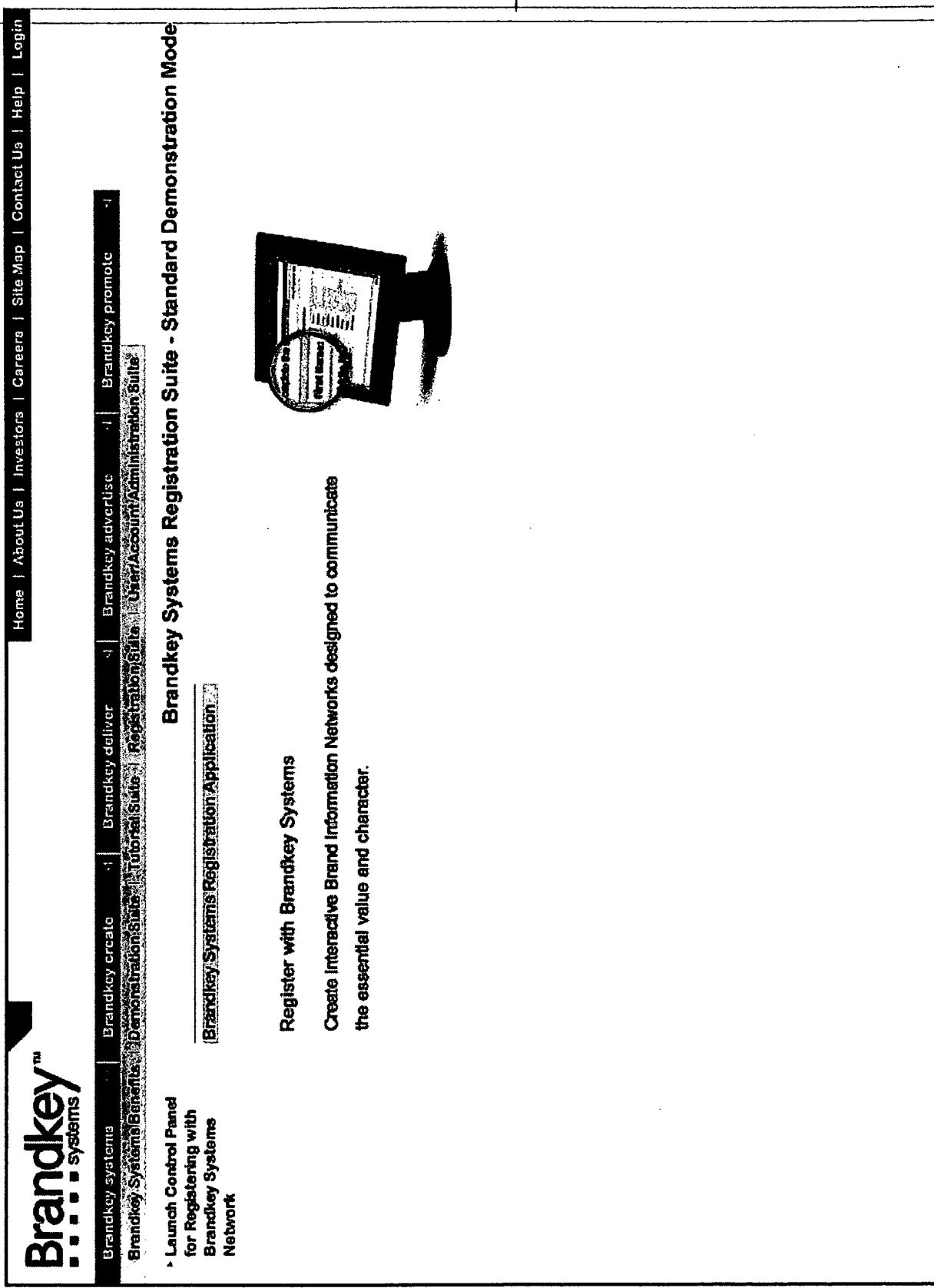


System Tutorials

Create Interactive Brand Information Networks designed
to communicate the essential value and character associated with.



F19_46D



http://www.brandkeysystems.com/bk_systems/index_registration.html

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Brandkey
systems

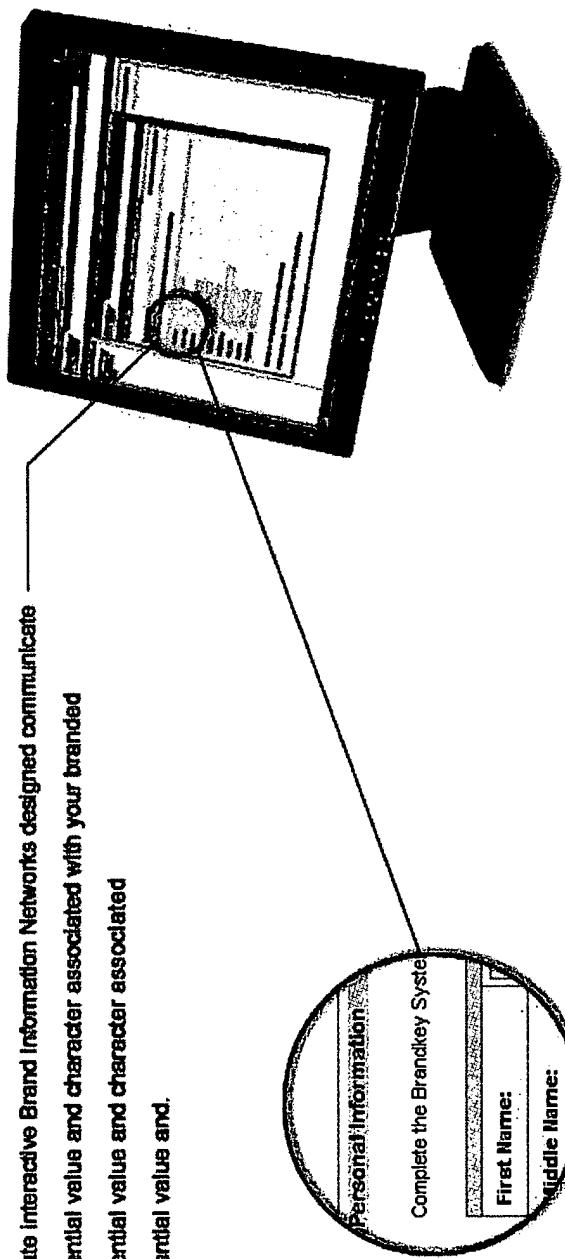
Registration Application <

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Control Panel for Registering with Brandkey Systems Network

Create interactive Brand Information Networks designed communicate
essential value and character associated with your branded
essential value and character associated
essential value and.



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FIG. 4/6E2



Registration Application

Personal Information | General Entity Information | Applicant/Brand Relationship | Registration Confirmation

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

First Name:	<input type="text"/>	Phone Number:	<input type="text"/>
Middle Initial:	<input type="text"/>	Fax Number:	<input type="text"/>
Last Name:	<input type="text"/>	E-mail Address:	<input type="text"/>
User Name:	<input type="text"/>	User Name:	<input type="text"/>
Password:	<input type="text"/>	Confirm Password:	<input type="text"/>

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.

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Next

F19. 46 E3



Registration Application
Personal Information | Brand Entity Information | Applicant-Brand Relationship | Registration Confirmation

Control Panel for Registering with Brandkey Systems Network

Standard Demonstration Mode

Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Entity Name	Trademark (TM) Service Mark (SM)	Product Descriptor (PD) Service Descriptor (SD)	Category	U.S. Registration No	Brand Owner
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	Automotive	[Redacted]	[Redacted]

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Back

Next

FIG. 46 E4



Registration Application

Personal Information

Brand Entity Information

Applicant-Brand Relationship

Registration Confirmation

Standard Demonstration Mode

Applicant-Brand Relationship

Please specify the nature of your relationship with the owner of the above specified Brand Entities.

- Here will go the text for this box number 1
- Here will go the text for this box number 2
- Here will go the text for this box number 3
- Here will go the text for this box number 4
- Here will go the text for this box number 5
- Here will go the text for this box number 6

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Submit

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Registration Application
Personal Information
Brandkey Information
Relationship

Registration Confirmation

Thank you for completing the initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

Standard Demonstration Mode

Control Panel for Registering with Brandkey Systems Network

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F1G. 46 E6

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Brandkey™ systems

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey adv/promo | Brandkey promotional

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey Systems Benefits | Brandkey Systems | Brandkey Suite | Registration Suite | User Account Administration Suite

User/Account Administration Suite - Standard Demonstration Mode

Launch Control Panel for Administering Users

- Launch Control Panel for Administering Accounts
- Launch Control Panel for Administering AdPromo Privileges

Administrator Account Users

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select User

Client Account: Client Account
click on the User Name to update the information

Create Interactive Brand Information designed to communicate the essential value and character.

Administrator Account

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

Set AdPromo Shelf Rights

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

F1 Q. 4/6 F



Search/Edit User Add New User

Control Panel for Administering Users

Control Panel for Administering Users

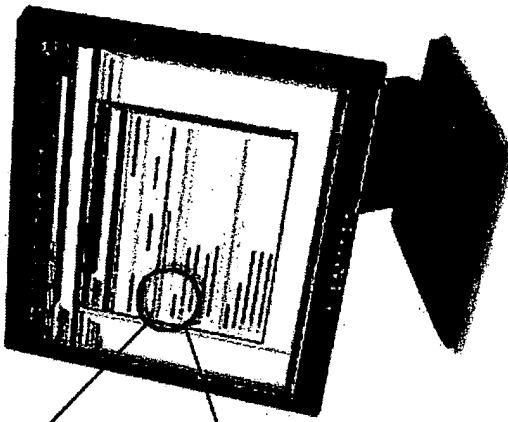
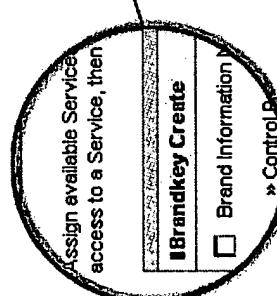
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 4691

Brandkey systems

Control Panel for Administering Users

Search/Edit User Add New User Client Account No: 7145001

Standard User Standard User Information Update User Address Rights

Search for User

User's First Name:

User's Last Name:

Standard Demonstration Mode

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Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

Search

F/G 46 G2

Brandkey™
systems

Search for User	Search for Client Account	Search for Access Rights
Search for User	Search for Client Account	Search for Access Rights

Select User

Client Account: DISNEY

Client Account No: 7145001

Click on the User Name to update the User Information.

User Name

User full name

E-mail Address

e-mail address here

Phone Number

203-275-1980

203-275-1980

203-275-1980

203-275-1980

203-275-1980

◀◀ | ▶ Back 1 2 3 4 5 6 7 8 9 10 Next ▶▶

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Control Panel for Administering Users

Standard Demonstration Mode

FAG 46 G3



Search/Edit User | Add New User | Client Account: DISNEY | Search for User | Database Configuration | Help | Logout | User Access Rights

Standard Demonstration Mode

[Edit User Information](#)

Client Account: DISNEY

User Name: John Smith

Update the User information. Click Next to save any changes and view assigned Services.

First Name: Thomas

Phone Number:

203-406-0723

Middle Initial: J.

Fax Number:

203-

Last Name: Perkowski

E-mail Address:

'@brandkeysystems.com

User Name: Thomas

Confirm Password:

Perkowski

Password: Perkowski

Active:

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[Back](#) [Next](#)

FIG. 46 G 4



Control Panel for Administering Users

Standard Demonstration Mode**Update User Access Rights**

Client Account No: 7145001

User Name: John Smith

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

Brandkey Create

Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

» Control Panel for Generating Product-Specific Virtual Kiosks

» Control Panel for Generating Service-Specific Virtual Kiosks

» Control Panel for Generating Vendor-Specific Virtual Kiosks

» Control Panel for Generating Service-Provider-Specific Virtual Kiosks

» Control Panel for Generating Retailer-Specific Virtual Kiosks

» Control Panel for Generating Industry-Specific Virtual Kiosks

» Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

F/G. 46G5

<http://www.brandkeysystems.com/bk-systems/a-launch-user-search-4.html>
<http://www.brandkeybk-systems/AP5jmoef7ng.htm>

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Search! Edit User | Add New User | Search for User | Select User | Edit User Information | Update User Access Rights

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign Available Services to Vaibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

■ Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- » Control Panel for Generating Product-Specific Virtual Kiosks
- » Control Panel for Generating Service-Specific Virtual Kiosks
- » Control Panel for Generating Vendor-Specific Virtual Kiosks
- » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- » Control Panel for Generating Retailer-Specific Virtual Kiosks
- » Control Panel for Generating Industry-Specific Virtual Kiosks
- » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

FIG. 46G5

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- » Control Panel for Installing Product-Specific Virtual Kiosks
- » Control Panel for Installing Service-Specific Virtual Kiosks
- » Control Panel for Installing Vendor-Specific Virtual Kiosks
- » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- » Control Panel for Installing Retailer-Specific Virtual Kiosks
- » Control Panel for Installing Industry-Specific Virtual Kiosks
- » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

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Back Update

FIG. 4696

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Standard Demonstration Mod																								
Confirm User Information <hr/> <table border="1"> <tr> <td><input checked="" type="checkbox"/> Client Account: DISNEY</td> <td>Client Account No: 7145001</td> <td>User Name: John Smith</td> </tr> </table> <p>Your User information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.</p> <table border="1"> <tr> <td>First Name:</td> <td>John</td> </tr> <tr> <td>Middle Name:</td> <td></td> </tr> <tr> <td>Last Name:</td> <td>Smith</td> </tr> <tr> <td>Phone Number:</td> <td>203-555-0777</td> </tr> <tr> <td>Fax Number:</td> <td>203-555-0778</td> </tr> <tr> <td>E-mail Address:</td> <td>jsmith@disney.com</td> </tr> <tr> <td>User Name:</td> <td>John</td> </tr> <tr> <td>Password:</td> <td>Smith</td> </tr> <tr> <td>Confirm Password:</td> <td>Smith</td> </tr> <tr> <td>Active:</td> <td><input checked="" type="checkbox"/></td> </tr> </table> Brandkey Create <ul style="list-style-type: none"> ✓ Brand Information Network Management Suite contains: <ul style="list-style-type: none"> » Control Panel for Managing Brand Information Network ✗ Brand Building Web Resources Hosting Suite contains: <ul style="list-style-type: none"> » Control Panel for Hosting Brand Building Web Resources 		<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	First Name:	John	Middle Name:		Last Name:	Smith	Phone Number:	203-555-0777	Fax Number:	203-555-0778	E-mail Address:	jsmith@disney.com	User Name:	John	Password:	Smith	Confirm Password:	Smith	Active:	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith																						
First Name:	John																							
Middle Name:																								
Last Name:	Smith																							
Phone Number:	203-555-0777																							
Fax Number:	203-555-0778																							
E-mail Address:	jsmith@disney.com																							
User Name:	John																							
Password:	Smith																							
Confirm Password:	Smith																							
Active:	<input checked="" type="checkbox"/>																							

FIG. 46G7

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

Brandkey Promote

✗ Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

FIG. 46 & 8

[Edit] [Confirm]

Brandkey
systems

Search/Edit User < Add New User
Add User Information Configuration User Access Rights

Add User Information

Client Account: DISNEY

Client Account No: 7145001

Please enter the required information and click Next to add the New User and assign the User access to Services.

First Name:

Phone Number:

Fax Number:

E-mail Address:

Middle Initial:

Last Name:

User Name:

Confirm Password:

Password:

Standard Demonstration Mode

Control Panel for Administering Users

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Next

FIG. 46 H 1



Search/Edit User	<	Add New User
Add User Information		
» Control Panel for Administering Users		

Configure User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign Vaibhava Muchhal access to any available Service by checking it from the list below.

Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- » Control Panel for Generating Product-Specific Virtual Kiosks
- » Control Panel for Generating Service-Specific Virtual Kiosks
- » Control Panel for Generating Vendor-Specific Virtual Kiosks
- » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- » Control Panel for Generating Retailer-Specific Virtual Kiosks
- » Control Panel for Generating Industry-Specific Virtual Kiosks
- » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- » Control Panel for Installing Product-Specific Virtual Kiosks

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Standard Demonstration Mode

- » Control Panel for Installing Service-Specific Virtual Kiosks
- » Control Panel for Installing Vendor-Specific Virtual Kiosks
- » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- » Control Panel for Installing Retailer-Specific Virtual Kiosks
- » Control Panel for Installing Industry-Specific Virtual Kiosks
- » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

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Search/Edit User	Add New User
Add User Information	Configuring & Managing Access Requests

Confirm User Information

Client Account: DISNEY

Client Account No: 7145001

The New User, Vaibhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

First Name:	John
Middle Name:	
Last Name:	Smith
Phone Number:	203-555-0777
Fax Number:	203-555-0778
E-mail Address:	jsmith@disney.com
User Name:	John
Password:	Smith
Confirm Password:	Smith
Active:	✓

Brandkey Create

✓ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

✗ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46 H4

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■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ✗ Virtual Kiosk Promotional Campaign Management Suite contains:
- » Control Panel for Managing Promotional Campaigns

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Edit Confirm

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Brandkey[®] Systems

[Update Company Info](#) | [Update Admin Info](#) | [Update Available Services](#) | [Edit Brand Entity Info](#) | [Certify Ad Agents](#) | [Certify Promo Agents](#)

Control Panel for Administering Accounts

Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY **User Name:** John Smith

Client Account No: 7145001

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

Client Account: Client
You may edit the Brand Entity

Brand Entity Identification:
Entity Name

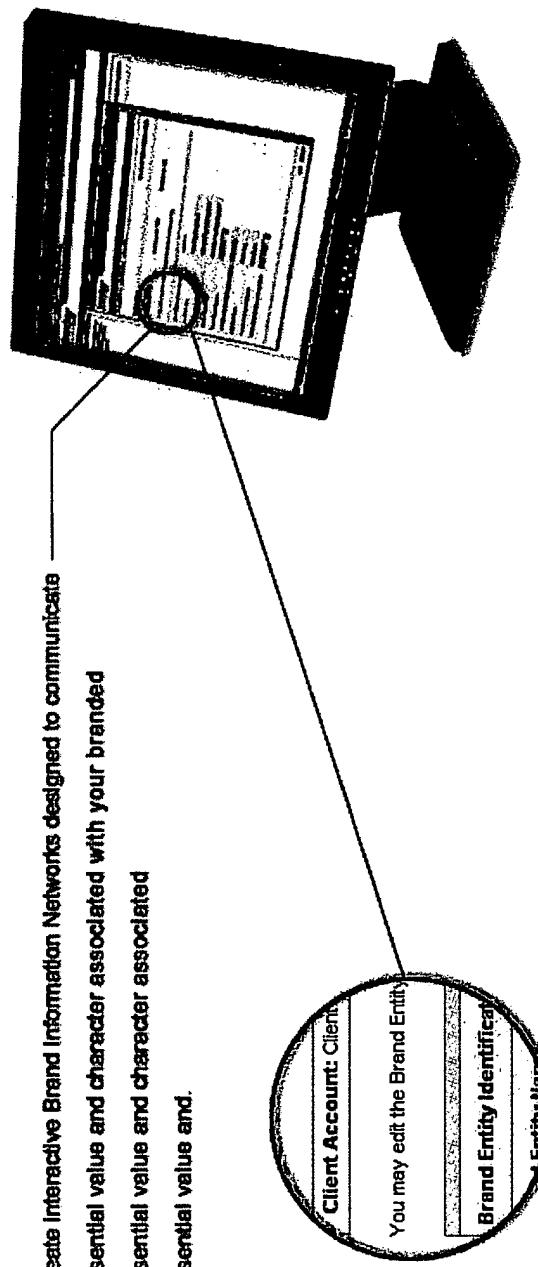


FIG. 46 I 1



Control Panel for Administering Accounts

[Update Company Info](#) | [Update Admin Info](#) | [Update Available Services](#) | [Edit Brand Entity Info](#) | [Certify Ad Agents](#) | [Certify Promo Agents](#)**Standard Demonstration Mode****Update Company Information**

Client Account No: 7145001

User Name: John Smith

You may update Client Information here.

Client Name: E-mail Address: Client Address: Company Website: City: Contact Person: State: All United States Contact Phone Number: Zip/Postal Code: Contact Fax Number: Country: United States Contact E-mail Address: Phone Number: MIN: Fax Number: SPIN:

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FIG. 46 I 2



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Update Admin Rights | Update Admin Account Rights | Update Admin User Rights | Update Admin Access Rights

Standard Demonstration Mode

Update Administrator Information

Client Account #: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may update your Administrator Information here. Click Next to edit your Administrator Access Rights.

First Name:

Phone Number:

Middle Initial:

Fax Number:

Last Name:

E-mail Address:

User Name:

Confirm Password:

Password:

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Next

FIG. 46 I 3



Update Company Info	Update Admin Info	Update Available Services	Edit Brand Entity Info	Certify Ad Agents	Certify Promo Agents
Update Administrator Information					

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Brandkey Create

Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46 I 4

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Brandkey[™] systems

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Update Administrator Information | Edit Admin Access Rights

Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brandkey Create

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- » Control Panel for Generating Product-Specific Virtual Kiosks
- » Control Panel for Generating Service-Specific Virtual Kiosks
- » Control Panel for Generating Vendor-Specific Virtual Kiosks
- » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- » Control Panel for Generating Retailer-Specific Virtual Kiosks
- » Control Panel for Generating Industry-Specific Virtual Kiosks
- » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

—

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Control Panel for Administering Accounts

Standard Demonstration Mode

FIG. 46 I 5A

- » Control Panel for Installing Product-Specific Virtual Kiosks
- » Control Panel for Installing Service-Specific Virtual Kiosks
- » Control Panel for Installing Vendor-Specific Virtual Kiosks
- » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- » Control Panel for Installing Retailer-Specific Virtual Kiosks
- » Control Panel for Installing Industry-Specific Virtual Kiosks
- » Control Panel for Installing Corporate-Specific Virtual Kiosks

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

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F19.46T5B

Brandkey[®]

systems

Control Panel for Administering Accounts

Update Company Info	Update Admin Info	Update Available Services	Edit Brand Entity Info	Certify Ad Agents	Certify Promo Agents	Certify Adminstration Rights
-------------------------------------	-----------------------------------	---	--	-----------------------------------	--------------------------------------	--

Standard Demonstration Mode

Confirm Administrator Information

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
-------------------------------	-----------------------------------	------------------------------

Your Administrator information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name:	John
Middle Name:	
Last Name:	Smith
Phone Number:	203-555-0777
Fax Number:	203-555-0778
E-mail Address:	jsmith@disney.com
User Name:	John
Password:	Smith
Confirm Password:	Smith
Active:	✓

I Brandkey Create

- ✓ Brand Information Network Management Suite contains:
 - » Control Panel for Managing Brand Information Network
- ✗ Brand Building Web Resources Hosting Suite contains:
 - » Control Panel for Hosting Brand Building Web Resources

FIG. 46 T 6

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■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

✗ Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

Fig. 46 I 7

Edit Confirm

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Control Panel for Administering Accounts

[Update Company Info](#) | [Update Admin Info](#) | [Update Available Services](#) | [Edit Brand Entity Info](#) | [Certify Ad Agents](#) | [Certify Promo Agents](#)

Standard Demonstration Mode

Update Available Services

 Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.

Brandkey Create

 Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

 Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- » Control Panel for Generating Product-Specific Virtual Kiosks
- » Control Panel for Generating Service-Specific Virtual Kiosks
- » Control Panel for Generating Vendor-Specific Virtual Kiosks
- » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- » Control Panel for Generating Retailer-Specific Virtual Kiosks
- » Control Panel for Generating Industry-Specific Virtual Kiosks
- » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

PIG. 46T8

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- » Control Panel for Installing Product-Specific Virtual Kiosk
- » Control Panel for Installing Service-Specific Virtual Kiosk
- » Control Panel for Installing Vendor-Specific Virtual Kiosk
- » Control Panel for Installing Service-Provider Specific Virtual Kiosk
- » Control Panel for Installing Retailer-Specific Virtual Kiosk
- » Control Panel for Installing Industry-Specific Virtual Kiosk
- » Control Panel for Installing Corporate-Specific Virtual Kiosk

Brandkey Advertise

- Virtual Kiosk Advertising Campaign Management Suite contains:
 - » Control Panel for Managing Advertising Campaigns

Brandkey Promote

- Virtual Kiosk Promotional Campaign Management Suite contains:
 - » Control Panel for Managing Promotional Campaigns

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Submit

F1G. 46 I 9

Brandkey™
systems

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify And Agents < | Certify Promo Agents <

Control Panel for Administering Accounts

Standard Demonstration Mode

Update Available Services

Client Account: DISNEY

Client Account No: 7145001

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

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FIG. 46 I/O

http://www.brandkeysystems.com/bk_systems/a_launch_account_update-services-2.html

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Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents | Add New Brand Entity | Edit Existing Entity | Add Trademarks | Next

Standard Demonstration Mode

Add New Brand Entity

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit.

Brand Entity Name:

Product Descriptor (PO):

Service Descriptor (SD):

Product/Service Category:

 Automotive

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

 Brand Manager

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Add Trademarks | Next

P1G 46 T 11



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents | Add New Brand Entity | Selects and Entity | Edit Brand Entity

Control Panel for Administering Accounts

Add New Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or ServiceMarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

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Add Trademarks

Next



Control Panel for Administering Accounts

Update Company Info	Update Admin Info	Update Available Services	Edit Brand Entity Info	Certify Ad Agents	Certify Promo Agents
<input type="button" value="Add New Brand Entity"/>	<input type="button" value="Edit Brand Entity"/>	<input type="button" value="Save"/>	<input type="button" value="Cancel"/>	<input type="button" value="Next"/>	<input type="button" value="Update"/>

Standard Demonstration Mode

Add Trademark/ServiceMark Portfolio

Client Account: DISNEY **Client Account No:** 7145001 **User Name:** John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

Portfolio of Trademarks (TM)/Service Marks (SM):

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New Text-Based Trademark/Service Mark:

New File-Based Trademark/Service Mark:

FIG. 46 I 12



Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity | Add New Brand Entity | Select Brand Entity | Edit Brand Entity

Control Panel for Administering Accounts

Standard Demonstration Mod

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
9909930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
9909930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
9909930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
9909930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
9909930-00939	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

◀◀ | ◀ Back | 1 2 3 4 5 | Next ▶ | ▶▶

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FIG. 46 I 13



Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand Entity Identification Number: 09009876-09

Brand Entity Name: [Here will go the trademark]

Product Descriptor (PD): [Here will go the product desription]

Service Descriptor (SD): [Here will go the service desription]

Product/Service Category: Automotive [Down arrow]

US Trademark/Servicemark Registration Number: 098909388-098

Legal Owner Brand: Brand owner [Name of owner]

Year Brand Entity was Established: [Name of owner]

Relationship of Administrator to Legal Owner: Brand Manager [Down arrow]

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents | Add New Brand Entity | Standard Entity | Certified Entity | Edit Entity

Standard Demonstration Mod

[Edit Brand Entity](#)

You may edit the Brand Entity information here. Click Submit to save the changes you make.

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[Back](#) [Submit](#)

FIG. 46 I 14



Update Company Info	Update Admin Info	Update Available Services	Edit Brand Entity Info
Add New Brand Entity	Select Brand Entity	Edit Brand Entity	Certify Ad Agents
Edit Trademark/Service Mark Portfolio			

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the ServiceMark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New Image-Based Trademark/Service Mark:

Browse

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Back Update Next

FIG. 46 T 15

Brandkey[®]

systems

Update Company Info | Update Admin Info | Update Available Services | Edit: Brand Entity Info | Certify Ad Agents | Certify Promo Agents | Add New Brand Entity | Select Brand Entity | **DISNEY** | **SEARCH**

Confirm Brand Entity Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Brand Entity Identification Number:

09009876-09

Brand Entity Name:

Here will go the brand entity name

Product Descriptor (PD):

Here will go the product description

Service Descriptor (SD):

Here will go the service description

Product/Service Category:

Automotive

US Trademark/Servicemark Registration Number:

098909388-098

Legal Owner Brand:

Brand owner

Year Brand Entity was Established:

1921

Relationship of Administrator to Legal Owner:

Brand Manager

Portfolio of Trademarks (TM)/Service Marks (SM):

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F1 G1 46 I 16



Control Panel for Administering Accounts

[Update Company Info](#) | [Update Admin Info](#) | [Update Available Services](#) | [Edit Brand Entity Info](#) | [Certify Ad Agents](#) | [Certify Promo Agents](#)

Update Certified Registered Advertising Agents

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To de-certify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

Update UnCertified Registered Advertising Agents

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

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FIG. 46 I 17

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FIG. 4/6 I/18



Control Panel for Administering Accounts

[Update Company Info](#) | [Update Admin Info](#) | [Update Available Services](#) | [Edit Brand Entity Info](#) | [Certify Ad Agents](#) | [Certify Promo Agents](#)

Standard Demonstration Mod

Update Certified Registered Promotional Agents

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

Update Uncertified Registered Promotional Agents

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

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F16.46 I 19

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FIG. 46 IZO

http://www.brandkeysystems.com/bk_systems/a_launch_account_certify-promo.html

5/5/2003

Brandkey™
Systems

View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

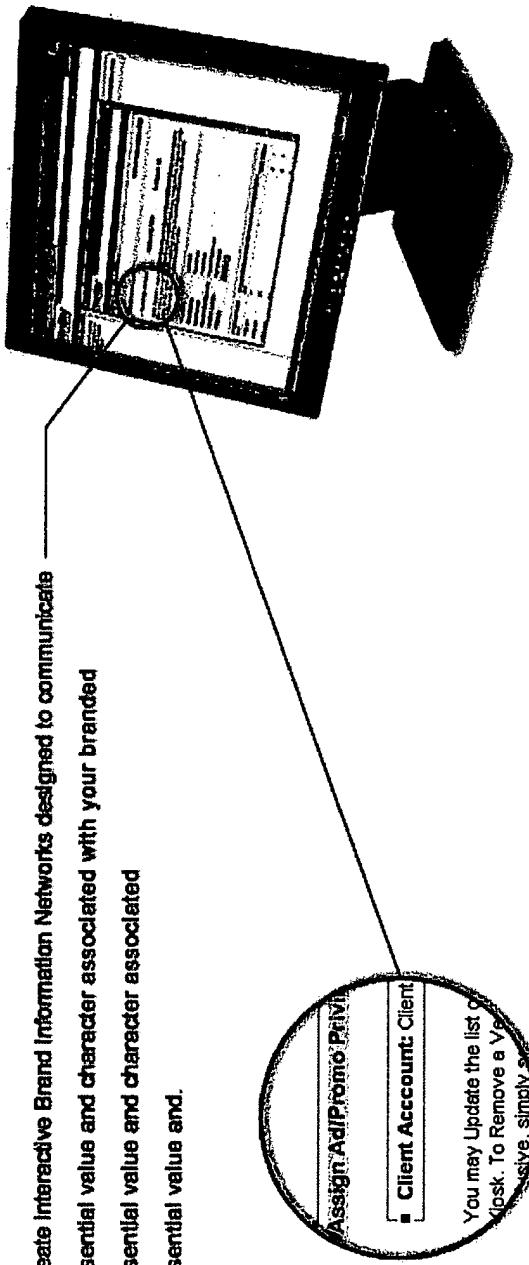
Standard Demonstration Mod

Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 46 T1



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks
Select Virtual Kiosk | Assign Ad/Promo Privileges

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Virtual Kiosks have been installed. Click on the Virtual Kiosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Kiosk.

Virtual Kiosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
Virtual Kiosk ID 1	Virtual Kiosk name 1	Virtual Kiosk Type 1	Virtual Kiosk Installation Location 1	Privilege Type 1
Virtual Kiosk ID 2	Virtual Kiosk name 2	Virtual Kiosk Type 2	Virtual Kiosk Installation Location 2	Privilege Type 2
Virtual Kiosk ID 3	Virtual Kiosk name 3	Virtual Kiosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
Virtual Kiosk ID 4	Virtual Kiosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
Virtual Kiosk ID 5	Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Kiosk Installation Location 5	Privilege Type 5

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ ▶▶

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F19. 46J2



[View/Edit Ad/Promo Privileges For Installed Virtual Kiosks](#)

[Select Virtual Kiosk](#) [Assign Ad/Promo Privileges](#)

Control Panel for Administering Ad/Promo Privileges

Assign Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Kiosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendors or Service Providers' Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Kiosk ID:	Virtual Kiosk ID
Virtual Kiosk Name:	Virtual Kiosk Name
Virtual Kiosk Type:	Virtual Kiosk Type
Virtual Kiosk Installation Location:	Virtual Kiosk Installation Location
Virtual Kiosk Installed By:	Virtual Kiosk Installed By
Privilege Type:	<input type="radio"/> Not Allowed

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	Shared	Exclusive
Vendor name 1	MIN 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 2	MIN 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 3	MIN 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 4	MIN 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor name 5	MIN 5	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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FHG 4/6 T3

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FIG. 46 JY

http://www.brandkeysystems.com/bk_systems/a_launch_adpromo_retailer-2.html

5/5/2003

Brandkey
systems

[View/Edit Ad/Promo Privileges For Installed Virtual Kiosks](#)
[Select Virtual Kiosk |](#)

[Search for Vendor](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MINY/
Service Provider Identification Number (SPIN):

City:

State: All United States

Zip/Postal Code:

Country: United States

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FIG 46 K1



[View/Edit Ad/Promo Privileges For Installed Virtual Kiosks](#)

[Select Virtual Kiosk](#)

[Add New Virtual Kiosk](#)

Assign Vendors:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Vendor/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Kiosk	Shared	Exclusive
Vendor Name 1	MIN 1	1000	<input type="checkbox"/>	<input checked="" type="radio"/>
Vendor Name 2	MIN 2	1000	<input type="checkbox"/>	<input checked="" type="radio"/>
Vendor Name 3	MIN 3	1000	<input type="checkbox"/>	<input checked="" type="radio"/>
Vendor Name 4	MIN 4	1000	<input type="checkbox"/>	<input checked="" type="radio"/>
Vendor Name 5	MIN 5	1000	<input type="checkbox"/>	<input checked="" type="radio"/>

[◀◀ | ◀ Back](#)

[1 2 3 4 5](#)

[Next ▶ | ▶▶](#)

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F1G.46 K2

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Brandkey™
create

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote | Brandkey Create Suite | Brand Information Network Management Suite | Brand Building Web Resources Hosting Suite

Create

Tutorials

- Brandkey Create

Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded products and services.

PURCHASE LINKS

- Brandkey Create
- Brandkey Deliver
- Brandkey Advertise
- Brandkey Promote
- Brandkey Create Suite

http://www.brandkeysystems.com/bk_create/index_create.html

FIG. 47 A1

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The screenshot shows a web page with a header containing links for Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. Below the header, there's a navigation bar with tabs for Brandkey Systems, Brandkey Create, Brandkey Deliver, Brandkey Promote, and Brandkey Host. A sidebar on the left lists various user roles: Brand Managers, Advertising Agents, Promotional Agents, Full Service Agents, Marketing Consultants, Brand Consultants, and Trademark Attorneys. The main content area features a section titled 'Brandkey Create Subsystem Benefits - Standard Demonstration Mode'. It includes a bulleted list of benefits for different user types and a detailed paragraph about Brand Knowledge Networks. Another paragraph discusses the results of delivering Brand Knowledge Networks to consumers.

Brandkey Create Subsystem Benefits - Standard Demonstration Mode

- **Brand Managers**
- **Advertising Agents**
- **Promotional Agents**
- **Full Service Agents**
- **Marketing Consultants**
- **Brand Consultants**
- **Trademark Attorneys**

Brandkey Create™ Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply create and deploy multi-level interactive audio-visual models of product brands represented in the Brand Knowledge Networks.

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand Image intended by the brand management team.

By bolstering the Intended Brand Image associated with each brand entity registered with the Brandkey Systems™ Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at Internet-based touchpoints before, during and after purchases, are:

- (1) consumers learn about and remember what is relevant and important about the particular brand entities represented by the delivered Brand Knowledge Network;
- (2) brand managers build stronger, more powerful brands in the minds and hearts of consumers; and
- (3) stronger, more powerful brands increase the level of influence that brand managers have along the manufacturer's distribution channels.

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Brandkey™ create

Brandkey Systems Brandkey create Brandkey deliver Brandkey advertise Brandkey promote

Brandkey Create Subsystem Benefits

- Launch Control Panel for Managing Brand Information Network

Brand Information Network Management Suite - Standard Demonstration Mode

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Client Account Client Account 1 Send the Product Data Sheet whose Client Account Product Number:

Configure Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

F19.47B1

http://www.brandkeysystems.com/bk_create/index_brand_knowledge.html

6/16/2003



Control Panel for Managing Brand Information Network

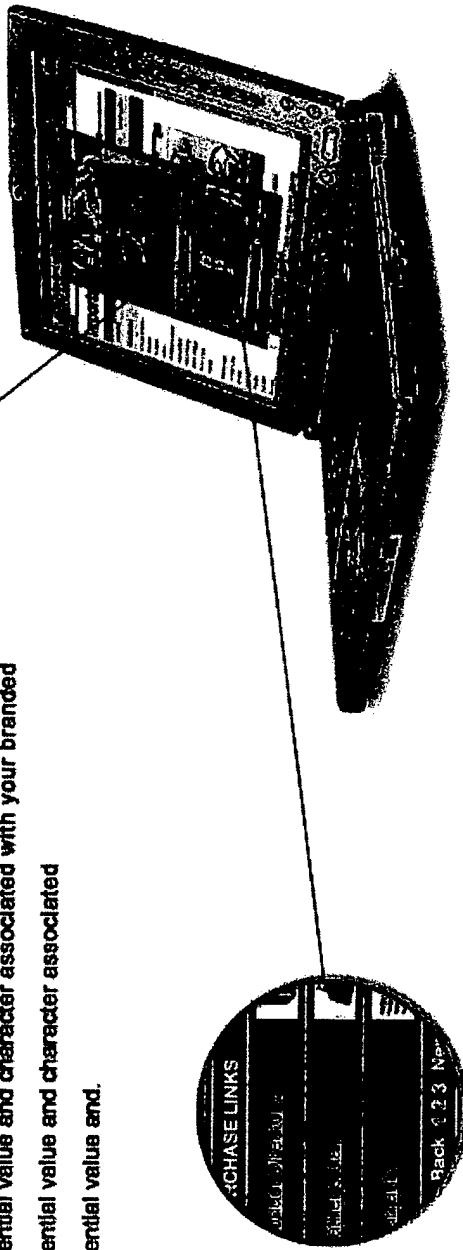
Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

Select Brand Entity

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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F1G 47B2



Control Panel for Managing Brand Information Network

Select Brand Entity

Client Account: DISNEY
 Client Account No: 7145001

Client Account No: 7145001

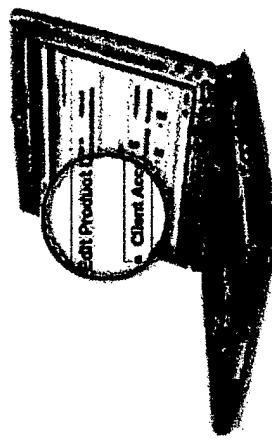
User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Standard Demonstration Mod



Manage Brand Information Networks

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

F1 Q. 47 B3

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Brandkey Create Subsystem

Page 1 of 1

The image shows the Brandkey logo, which consists of the word "Brandkey" in a stylized font with a registered trademark symbol, followed by the word "create" in a smaller sans-serif font. To the right is a dark rectangular button with the text "Select Brand Entity" in white.

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY Client Account No: 7145001

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Brand Entity 1

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Select

FIG. 47B4

http://www.brandkeysystems.com/bk_create/m_control_panel_select-entity-1.html

6/16/2003

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Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Select Brand Entity

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Select Brand Entity

Create

Select Brand Entity

Continue

FIG. 47BS

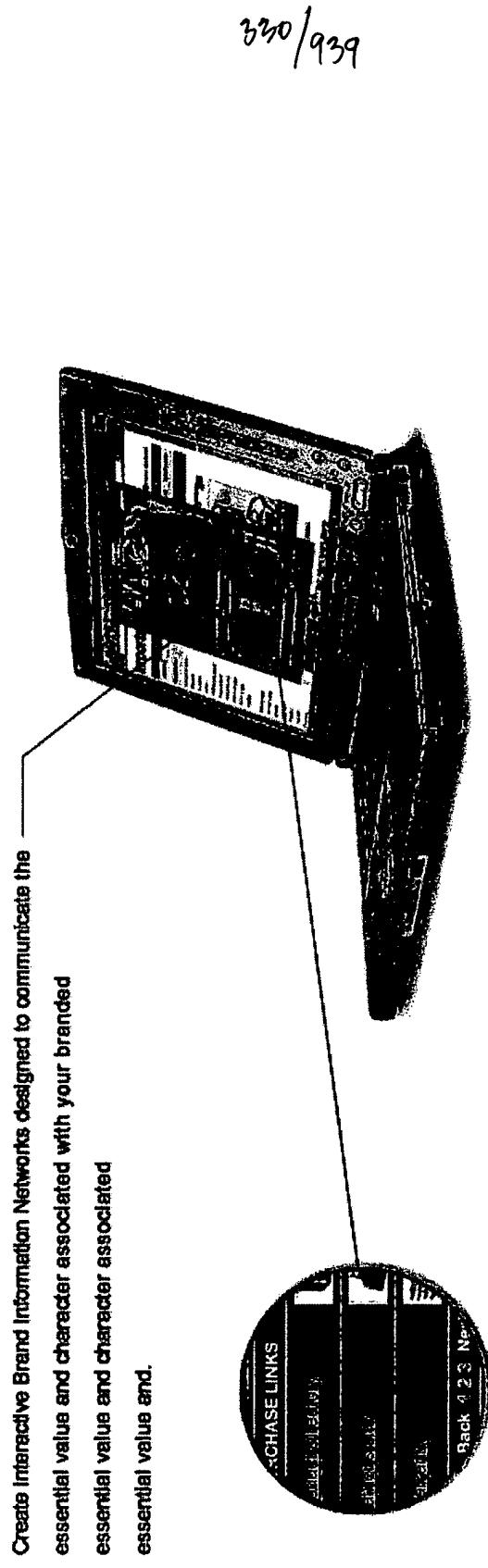
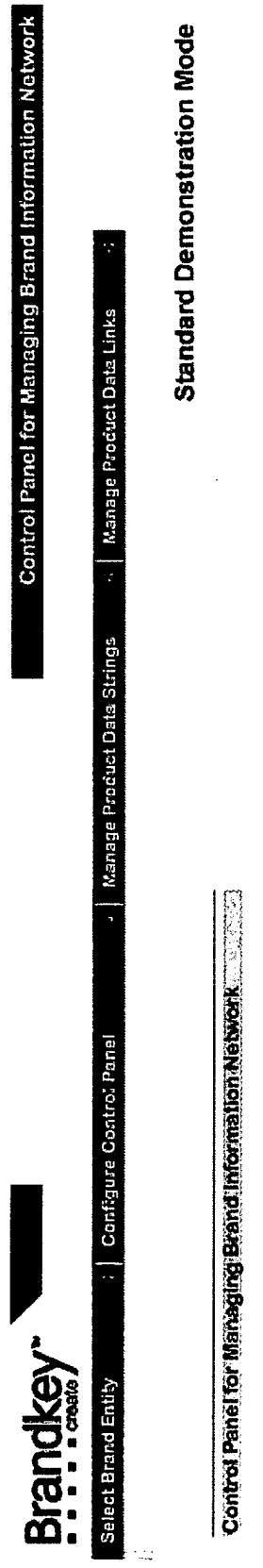
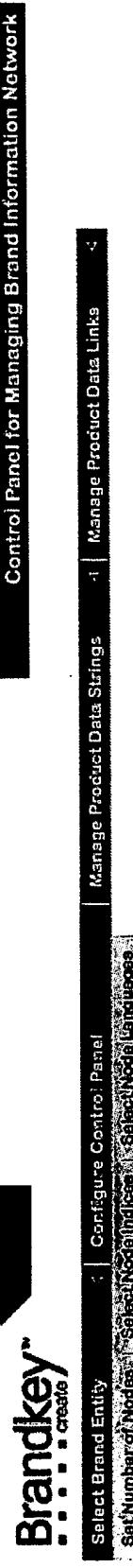


FIG. 47 B6



Configure Control Panel

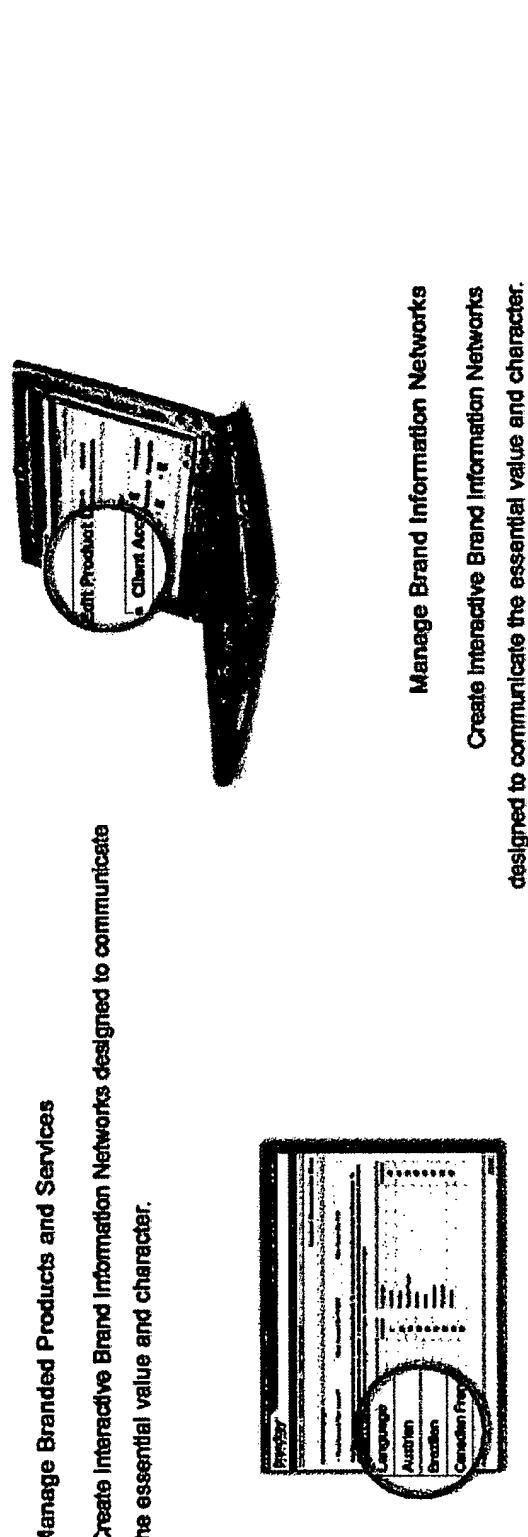
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

FIG. 47B7

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Brandkey
Create

Select Brand Entity Configure Control Panel
Select Node Select Active Nodes
Select Node Select Active Nodes

Set Number of Nodes

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

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Next

F1 G. 47 B 8

Brandkey™

Create

Select Brand Entity	Configure Control Panel	Manage Product Data Strings	Manage Product Data Links
Set Number of Nodes	Set Number of Links	Set Number of Strings	Set Number of Categories

Select Node Indices

Client Account #: DISNEY Client Account No: 7145001 User Name: John Smith

Select the different Indices which you wish to activate for each Node in your Brand Information Networks.

- Activate Text Support at Node Link-Indexing
- Activate Node Label Font Link-Indexing
- Activate Graphic Image Supported at Node Link-Indexing
- Activate Sound File Supported at Node Link-Indexing
- Activate Pre/Post-Purchase Type Link-Indexing
- Activate Brand Identification Link-Indexing
- Activate Purchase Enabling Link-Indexing
- Activate Advertisement/Promotion Link-Indexing
- Activate Brand Value Indication Measurement
- Activate Brand Value Voting Selection

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Next

Fig. 47B9

Brandkey

create

Select Brand Entity	Configure Control Panel	Manage Product Data Strings	Manage Product Data Links
Set Number of Nodes	Select Local Indices	Select Global Indices	

Select Node Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select Node Languages

Select the Languages you wish to have available for creating Data Link Records. To add a Language, click on the checkbox for that language. To remove a Language, uncheck the checkbox for that language. If you remove a Language which has Data Link Records associated with it, then those Data Link Records shall be reset to the default Language which is English. Click Finish to save your changes.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

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Finish

FIG. 47B10

Brandkey™

create
Select Brand Entity Configure Control Panel
Import Data String Records Manage Data String Records
Manage Interactive Data String Records

Manage Product Data Strings

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

A screenshot of a web-based application interface titled "Manage Branded Products and Services". The page displays a table with columns for Product ID, Product Name, Description, and Action. The table contains several rows of product data. A circular redaction mark covers the "Action" column for the first few rows.

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Manage Brand Information Networks

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

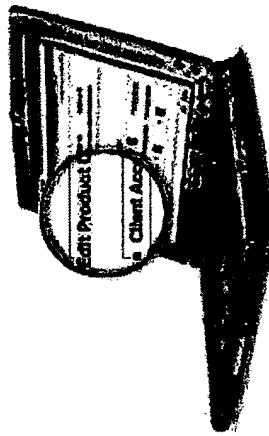


FIG. 47B1

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FIG. 47 B12

Brandkey®

create

Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Data Links

Import Data String Records

Search/Manage Data String Records

Create New Data String Records

Synchronize Data String Records

Standard Demonstration Mode

Import Data String Records

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

Control Panel for Managing Brand Information Network

http://www.brandkeysystems.com/bk_create/m_control_panel_string_import.html



Control Panel for Managing Brand Information Network

Select Brand Entity	<input type="button" value="Configure Control Panel"/>	<input type="button" value="Manage Product Data Strings"/>	<input type="button" value="Manage Product Data Links"/>
<input type="button" value="Import Data String Records"/>	<input type="button" value="Search/Manage Data String Records"/>	<input type="button" value="Create New Data String Records"/>	<input type="button" value="Synchronize Data String Records"/>

Standard Demonstration Mode**Select Product Data String Record****Select Service Data String Record****Client Account:** DISNEY**Client Account No:** 7145001**User Name:** John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:**Universal Product Number**

Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:**Universal Service Number** **Search****Standard Demonstration Mode****Select Product Data String Record****Select Service Data String Record**

R1G. 47B13

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

Standard Demonstration Mode

[Edit Product Data String Record](#) | [Edit Service Data String Record](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

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Universal Product Number Type:	<input type="button" value="▼"/>	
Universal Product Number (UPN):	<input type="text" value="9909930-00939"/>	
Product Descriptor (PD):		
<input type="checkbox"/> Here will go the Product Description		
Trademarks (TM):	<input type="checkbox"/> Here will go the Trademark	<input type="checkbox"/> Here will go the Trademark
		
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Here will go the Trademark	<input type="checkbox"/> Here will go the Trademark
		
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Here will go the Trademark	<input type="checkbox"/> Here will go the Trademark
		
	<input type="checkbox"/>	<input type="checkbox"/>
<small>You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.</small>		
Universal Service Number Type:	<input type="button" value="▼"/>	
Universal Service Number (USN):	<input type="text" value="9909930-00939"/>	
Service Descriptor (SD):		
<input type="checkbox"/> Here will go the Service Description		
Servicemarks (SM):	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
		
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
		
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
		
	<input type="checkbox"/>	<input type="checkbox"/>
<input type="button" value="Back"/> <input type="button" value="Update"/>		

FIG. 47B15

Confirm Product Data String Record:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number (UPN):
9909930-00939

Product Descriptor (PD):
 Here will go the Product Descriptor

Trademarks (TM):
 Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Your Service Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type:

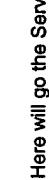
Universal Service Number (USN):
9909930-00939

Service Descriptor (SD):
 Here will go the Service Descriptor

Servicemarks (SM):
 Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark


F1Q, H7B16A

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Here will go the Servicemark



Here will go the Servicemark

341/939

FIG. 47B16B



Control Panel for Managing Brand Information Network

Select Brand Entity < Configure Control Panel < Manage Product Data Strings < Manage Product Data Links

[Import Data String Records](#) [Manage Data String Records](#) [Syncronize Data String Records](#)

Add New Product Data String [Add New Service Data String](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

- Here will go the Trademark Here will go the Trademark
- Here will go the Trademark Here will go the Trademark
- Here will go the Trademark Here will go the Trademark
- Here will go the Trademark Here will go the Trademark

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Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

F1G. 47B17

Servicemark (SM):	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> 	<input type="checkbox"/> Here will go the Servicemark
	<input type="checkbox"/> 	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> Here will go the Servicemark
	<input type="checkbox"/> Here will go the Servicemark	<input type="checkbox"/> 	<input type="checkbox"/> Here will go the Servicemark
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
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			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/> 
			<input type="checkbox"/>

The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type: Universal Service Number Type

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Descriptor

Servicemark (SM):

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark



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F1G. 47B19

Brandkey 

[create](#)

Select Brand Entity < [Configure Control Panel](#) | [Manage Product Data Strings](#) | [Manage Product Data Links](#)

[Import Data String Records](#) | [Search/Manage Data String Records](#) | [Create New Data String Record](#) | [Synchronize Data String Records](#)

Synchronize Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

This service will be implemented in a future release.

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FIG. 47 B20

http://www.brandkeysystems.com/bk_create/m_control_panel_string_synchronize.html

6/16/2003

Brandkey
Create

Select Brand Entity Configure Control Panel
Search/Manage Data Link Records Create New Data Link Records

Manage Product Data Links

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

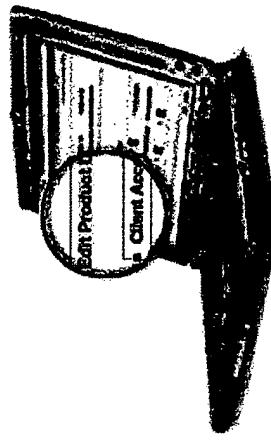
Create Interactive Brand Information Networks designed to communicate the essential value and character.



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Control Panel for Managing Brand Information Network

Standard Demonstration Mode



Manage Brand Information Networks

Create Interactive Brand Information Networks
designed to communicate the essential value and character.

Fig. 47 B21



create

Select Brand Entity

Configure Control Panel

Search for Data String Records

Create New Data Link Records

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Search for Product Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to Initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to Initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number

Standard Demonstration Mode

Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

PLG. 47 B22

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search.html

6/16/2003

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Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶ | ▶▶

Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jaz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶ | ▶▶

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Control Panel for Managing Brand Information Network

Select Brand Entity	Configure Control Panel	Manage Product Data Strings	Manage Product Data Links
Search/Manage Existing Data Records	Create New Data Record	Search/Manage Existing Data Records	Create New Data Record

Standard Demonstration Mode

[Edit the Product Data Link Record](#) | [Edit the Service Data Link Record](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

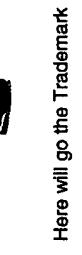
9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



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Here will go the Trademark



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Here will go the Trademark



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Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



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ACTIVE:	<input checked="" type="checkbox"/> Inactive	<input type="checkbox"/> All Active Links	<input type="checkbox"/> All Inactive Links	<input type="checkbox"/> All Links
URL at Node:	<input type="text"/>			
Text at Node:	<input type="text"/>			
Node Label:	<input type="text"/>			
Graphic Image Supported at Node:	<input type="file"/> 			
Sound File Supported at Node:	<input type="file"/> 			
Type of Purchase Link:	<input type="radio"/> Pre-Purchase Link <input type="radio"/> Post-Purchase Link <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> No			
Index as Brand Entity Link:	<input type="radio"/> Advertisement <input type="radio"/> Promotion			
Index as Purchase Enabling Link:	<input type="radio"/> Advertisement <input type="radio"/> Promotion			
Enable Advertisement/Promotion Spot Selection:	<input type="radio"/> Advertisement <input type="radio"/> Promotion			
Data Link Languages:	<input type="checkbox"/> English <input checked="" type="checkbox"/> Spanish <input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> Dutch <input checked="" type="checkbox"/> Italian <input type="checkbox"/> Chinese <input type="checkbox"/> Danish <input type="checkbox"/> Austrian <input checked="" type="checkbox"/> Brazilian <input checked="" type="checkbox"/> Canadian French <input type="checkbox"/> Catalan <input type="checkbox"/> Finnish <input type="checkbox"/> Norwegian			

AIG 47B24B

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FIG. 47 B24C

Portuguese Swedish

Enable Brand Value Voting:

Yes No * * * * *

Brand Value Indication Measurement:

* * * * *

Active Node:

Yes No

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶



Select Brand Entity Configure Control Panel Manage Product Data Strings Manage Product Data Links
[Search/Manage Service Data Link Records](#) [Create New Service Data Link Record](#)

Standard Demonstration Mod

[Edit the Product Data Link Records](#) [Edit the Service Data Link Record](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

...

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

F1G. 47B24D

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Active		Inactive		All Active Links		All Inactive Links		All Links	
	URL at Node:		Text at Node:		Node Label:		Graphic Image Supported at Node:		Sound File Supported at Node:
		<input type="radio"/> Pre-Purchase Link		<input type="radio"/> Post-Purchase Link					
		<input type="radio"/> Yes		<input type="radio"/> No					
		<input type="radio"/> Yes		<input type="radio"/> No					
		<input type="radio"/> Advertisement		<input type="radio"/> Promotion					
		<input type="radio"/> Advertisement		<input type="radio"/> Promotion					
		<input type="checkbox"/> English		<input checked="" type="checkbox"/> Spanish		<input type="checkbox"/> French		<input type="checkbox"/> German	
		<input checked="" type="checkbox"/> Dutch		<input checked="" type="checkbox"/> Italian		<input type="checkbox"/> Chinese		<input type="checkbox"/> Japanese	
								<input type="checkbox"/> Danish	
								<input type="checkbox"/> Austrian	
<p style="text-align: right;">P19. 47B24E</p> <p>http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-inactive.html</p>									

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<input type="checkbox"/> Brazilian	<input type="checkbox"/> Canadian French	<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Norwegian
<input type="checkbox"/> Portuguese	<input type="checkbox"/> Swedish			

Enable Brand Value Voting:

Yes No

Brand Value Indication Measurement:

* ** *** **** *****

Active Node:

Yes No

< < | < Back 1 2 3 4 5 Next > | >>

FIG. 47 B24 F

Brandkey®

create

Select Brand Entity Configure Control Panel
 Search/Manage Data Links Records Clean New Data Link Records

Control Panel for Managing Brand Information Network

Standard Demonstration Mod

[Edit the Product Data Link Record](#)

[Edit the Service Data Link Record](#)

User Name: John Smith

Client Account No: 7145001

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

990930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

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Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

990930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

Here will go the Servicemark



Here will go the Servicemark

F1G. 47B24G

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		Active	Inactive	All Active Links	All Inactive Links	All Links	Here will go the Servicemark	Here will go the Servicemark
Select Node Label Language:	All	<input type="button" value="Set"/>						
URL at Node	Text at Node							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
http://www.nike.com/sneakers/pump-air.html	here will go the text at node <input type="checkbox"/>							
	<input type="button" value="◀◀"/> <input type="button" value="◀ Back"/> <input type="button" value="1 2 3 4 5"/> <input type="button" value="Next ▶"/> <input type="button" value="▶▶"/>							

F19.47B24H

Brandkey®

create

Select Brand Entity < Configure Control Panel
[Search/Manage Data Links](#) [Create New Data Link Record](#)

Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



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Active	Inactive	All Active Links	All INACTIVE LINKS	All Links	
<div style="display: flex; justify-content: space-between; align-items: center;"> Select Data Link Language: <input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="All"/> <input style="border: 1px solid black; padding: 2px 10px; background-color: #ccc; color: black; border-radius: 5px; margin-right: 10px;" type="button" value="Set"/> Text at Node </div>					
<div style="display: flex; justify-content: space-between; align-items: center;"> URL at Node <div style="flex-grow: 1;"> <p>http://www.nike.com/sneakers/pump-air.html <input type="checkbox"/></p> </div> </div>					
<input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="Update"/> Active <input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="◀◀"/> <input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="◀"/> <input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="1 2 3 4 5"/> <input style="border: 1px solid black; padding: 2px 10px; margin-right: 10px;" type="button" value="Next ▶"/> <input style="border: 1px solid black; padding: 2px 10px;" type="button" value="▶▶"/>					

FIG. 47B24 T

Brandkey

Select Brand Entity Create Configure Control Panel Manage Product Data Strings Manage Product Data Links

Search Manage Data Link Record Create New Data Links

Edit the Product Data Link Record

Edit the Service Data Link Record

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark


Here will go the Trademark


Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

FIG. 47B24 K

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Servicemark (SM):			
	Here will go the Servicemark		Here will go the Servicemark
	Here will go the Servicemark		Here will go the Servicemark
	Here will go the Servicemark		Here will go the Servicemark

Active		Inactive		All Active Links		All Inactive Links		All Links	
				<input type="radio"/> Set					
Select Data Link Language:		All							
URL at Node		Text at Node		Active					
http://www.nike.com/sneakers/pump-air.html		here will go the text at node		<input checked="" type="checkbox"/>					
http://www.nike.com/sneakers/pump-air.html		here will go the text at node		<input type="checkbox"/>					
http://www.nike.com/sneakers/pump-air.html		here will go the text at node		<input checked="" type="checkbox"/>					
http://www.nike.com/sneakers/pump-air.html		here will go the text at node		<input checked="" type="checkbox"/>					
<input type="button" value="Update"/> ◀◀ ◀ Back 1 2 3 4 5 Next ▶ ▶▶									
<input type="button" value="Back"/> <input type="button" value="Next"/>									

FIG. 47B24L

Control Panel for Managing Brand Information Network

Brandkey Create

Select Brand Entity Configure Control Panel Manage Product Data Strings Manage Product Data Links

Standard Demonstration Mod

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

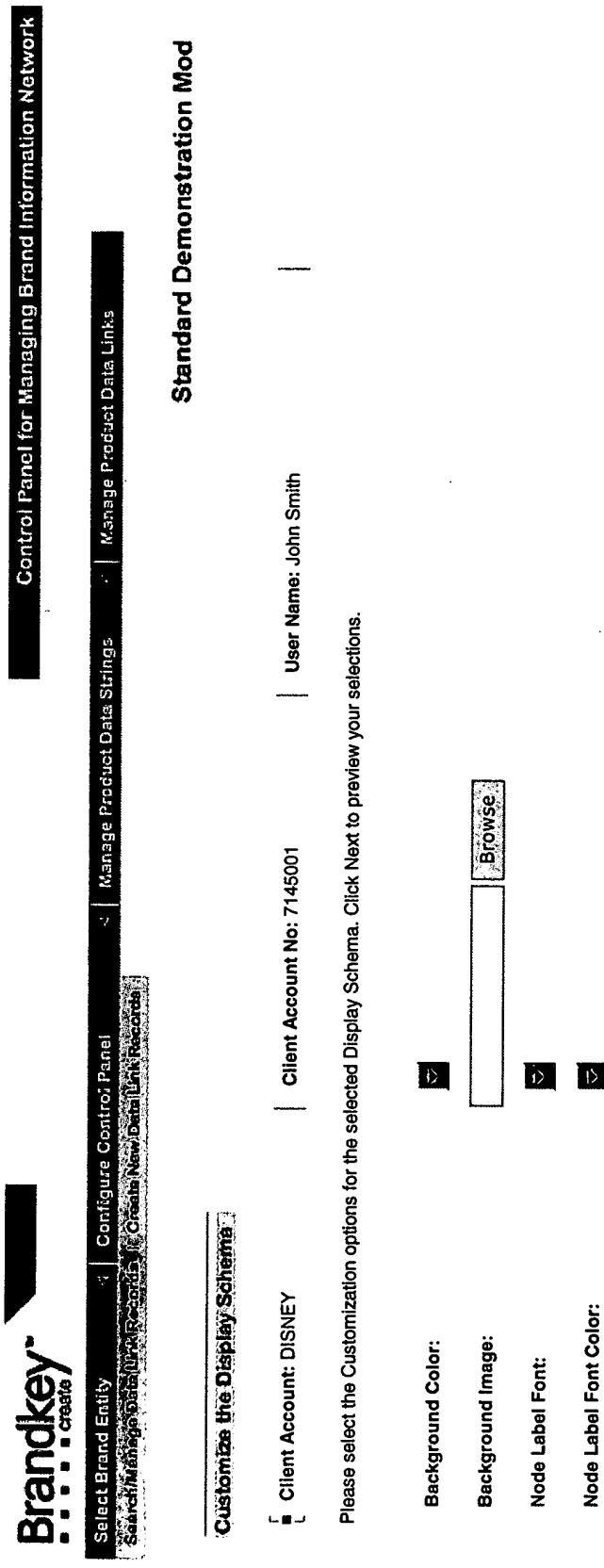
Brand Information Network Display Schema:

- Pre/Post Purchase Display Schema
- Simplex Display Schema
- Complex Display Schema

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[Back](#)[Next](#)

FIG. 47 B24M



3621939

[Next](#)

FIG. 47 B24 N

http://www.brandkeysystems.com/bk_create/m_control_panel_link_search-active-3a.html

Brandkey

Creates

Select Brand Entity:	<input type="radio"/> DISNEY	Configure Control Panel
Search	<input type="radio"/> Manage Product Data Strings	Manage Product Data Links
Manage Product Data Records	<input type="radio"/> Create New Record	

Confirm the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

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Standard Demonstration Mod

FIG. 47B240

Brandkey™

create

Select Brand Entity < Configure Control Panel < Manage Product Data Strings < Manage Product Data Links
[Search/Manage Data Link Records](#) [Create New Data Link Record](#)

Search for Product Data String Records

Search for Service Data String Records

Client Account: DISNEY By:

Client Account No: 7145001 By:

User Name: John Smith By:

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Description, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record

Search for Service Data String Record

By:

Universal Product Number

Universal Service Number

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Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record

Search for Service Data String Record

By:

Universal Service Number

Search

Standard Demonstration Mod

Select Product Data String Record

Select Service Data String Record

F1G.47 B24P

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

Standard Demonstration Mode

[Edit the Product Data Link Record](#) | [Edit the Service Data Link Record](#)

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.

FIG. 47BZS

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Client Account: DISNEY

| Client Account No: 7145001

| User Name: John Smith

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶ | ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
9909930-00939	Trek, Ink	Trek® Cycles 2002
9909930-00939	Iomega	Jazz® Discs 2002
9909930-00939	Gatorade	Gatorade USA 2002
9909930-00939	Nike	Just Do It
9909930-00939	Trek, Ink	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶ | ▶▶

Standard Demonstration Mode

[Edit the Product Data Link Record](#) | [Edit the Service Data Link Record](#)

Client Account: DISNEY

| Client Account No: 7145001

| User Name: John Smith

Select the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data

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String.
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Universal Product Number (UPN):	9909930-00939	
Product Description (PD):	Here will go the Product Description	
Trade Mark (TM):	Here will go the Trademark 	Here will go the Trademark 
	Here will go the Trademark 	Here will go the Trademark 

Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the indicated Service Data String.

Universal Service Number (USN):	9909930-00939	
Service Description (SD):	Here will go the Service Description	
Servicemark (SM):	Here will go the Servicemark 	Here will go the Servicemark 
	Here will go the Servicemark 	Here will go the Servicemark 

URL at Node:
Text at Node:
Node Label:

<input type="text"/>	<input type="text"/>	<input type="text"/>
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FIG. 47 B76

367939

Brandkey Create Subsystem

Page 4 of 4

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

Pre-Purchase Link Post-Purchase Link

Index as Brand Entity Link:

Yes No

Index as Purchase Enabling Link:

Yes No

Index as Advertisement/Promotion Link:

Advertisement Promotion

Enable Advertisement/Promotion Spot Selection:

Advertisement Promotion

Data Link Language:

- English Spanish French German Japanese
- Dutch Italian Chinese Danish Austrian
- Brazilian Canadian French Catalan Finnish Norwegian
- Portuguese Swedish

Enable Brand Value Voting:

Yes No

Active Node:

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FIG. 47B27

The image is a screenshot of the Brandkey website. At the top, there's a navigation bar with links for Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. Below the navigation, there's a main header with the Brandkey logo and the tagline "create". The page features several sections: "Brandkey systems" (with a "create" button), "Brandkey create Subsystem Benefits" (listing "Brandkey create", "Brandkey deliver", "Brandkey advertise", and "Brandkey promote"), and "Brandkey Create Subsystem Benefits" (listing "Client Account", "Network Management Suite", "BrandBuilding Web Resources Hosting Suite", and "BrandBuilding Web Resources Hosting Suite"). A central section titled "Brand Building Web Resources Hosting Suite - Standard Demonstration Mode" shows a user interface with fields for "Client Account: DISNEY", "Client Account No: 7145001", and "User Name: John Smith". To the right, there are three columns: "View Branded Products, Services, and Branded Information Networks" (with a circular graphic showing a grid of icons like a globe, a person, and a gear), "Create Interactive Brand Information Networks designed to communicate the essential value and character." (with a circular graphic showing a grid of icons like a globe, a person, and a gear), "Manage Brand Building Resources" (with a circular graphic showing a grid of icons like a globe, a person, and a gear), and "Create interactive Brand Information Networks designed to communicate the essential value and character." (with a circular graphic showing a grid of icons like a globe, a person, and a gear). At the bottom left, there's a "Launch Control Panel for Hosting Brand Building Web Resources" section. On the right side, there's a large graphic of a hand holding a stylus over a tablet device, which has a grid of icons on its screen.

http://www.brandkeysystems.com/bk_create/index_brand_building.html

6/16/2003



Control Panel for Hosting Brand Building Web Resources

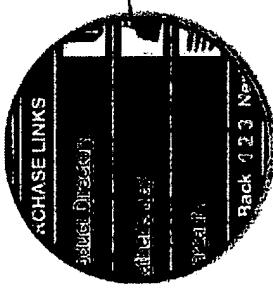
Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.



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FIG. 47C 2



Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

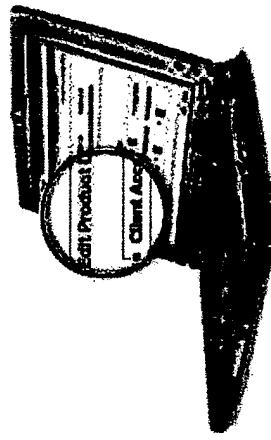
User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Standard Demonstration Mode



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Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.



P1G. 47C3

Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mod

Select Brand Entity

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity : Brand Entity 1

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Fig. 47c4

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Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Select Brand Entity

Create

Select Brand Entity

Continue

F1G. 47 C5



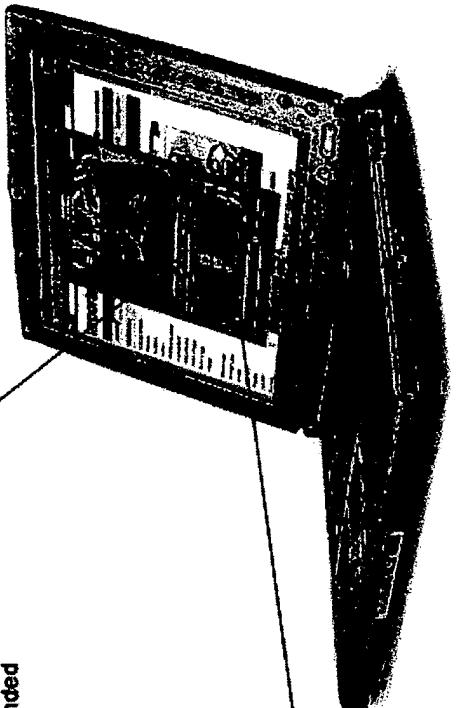
Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the
essential value and character associated with your branded
essential value and character associated
essential value and.



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FIG. 47C 6

Control Panel for Hosting Brand Building Web Resources

Standard Demonstration Mode

Manage Product Data Strings

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select Brand Entity

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

Search/View Data String Records

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Manage Product Data Strings

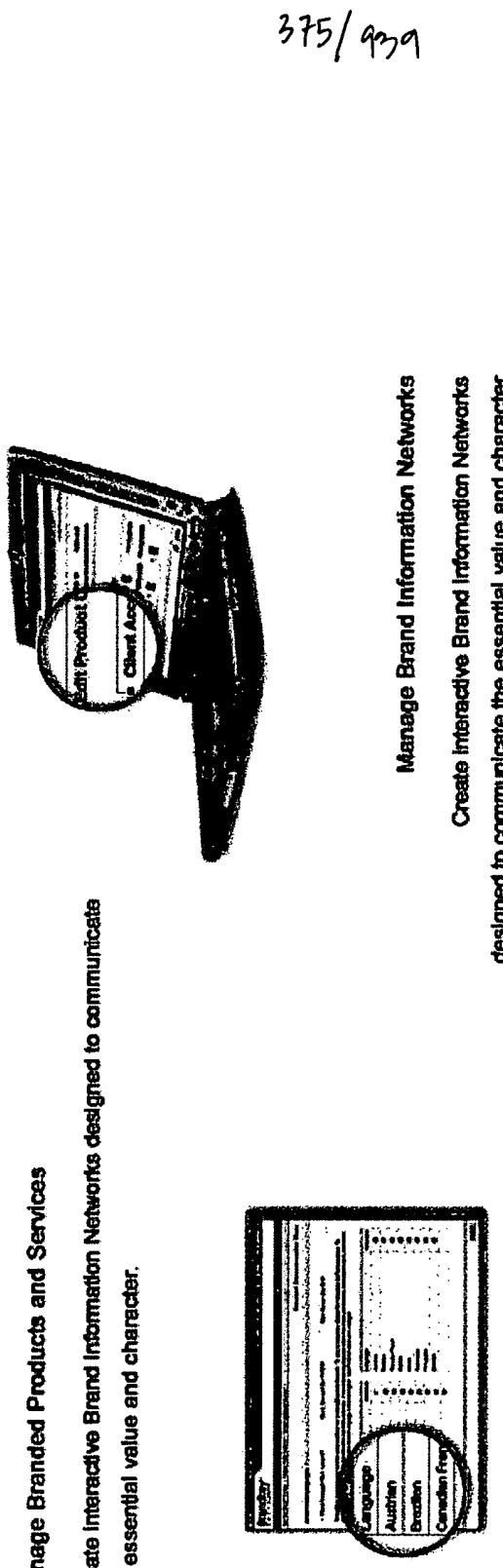


FIG. 47C7

Brandkey 

creatis

Select Brand Entity	Manage Product Data Strings	Manage Product Data Links	Manage Information Resources
<input checked="" type="radio"/> Client Account: DISNEY	<input type="radio"/> Client Account No: 7145001	<input type="radio"/> User Name: John Smith	

Select Product Data String Record

Search for Product Data String Records

Standard Demonstration Mode

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

Search for Brandkey Data String Record:

By: Universal Service Number

Standard Demonstration Mode

Select Product Data String Record

Select Service Data String Record

Select Product Data String Record

Select Service Data String Record

User Name: John Smith

User Name: John Smith

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Control Panel for Hosting Brand Building Web Resources

FIG. 47C8

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Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Product Name
<u>9909930-00939</u>	Trek® Cycles 2002
<u>9909930-00939</u>	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade USA 2002
<u>9909930-00939</u>	Just Do It
<u>9909930-00939</u>	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Service Name
<u>9909930-00939</u>	Trek® Cycles 2002
<u>9909930-00939</u>	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade USA 2002
<u>9909930-00939</u>	Just Do It
<u>9909930-00939</u>	Trek® Cycles 2002

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

View the Product Data String Record	View the Service Data String Record
<input checked="" type="checkbox"/> Client Account: DISNEY	User Name: John Smith

Please review the Product Data String Information. Click continue to return to the search results page.

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BrandKey Create Subsystem

Page 3 of 3

Universal Product Number (UPN):	9909930-00939
Product Description (PD):	Here will go the Product Description
Trademarks (TM):	 Here will go the Trademark  Here will go the Trademark  Here will go the Trademark

Please review the Service Data String Information. Click continue to return to the search results page.

Universal Service Number (USN):	9909930-00939
Service Description (SD):	Here will go the Service Description
ServiceMark (SM):	 Here will go the ServiceMark  Here will go the ServiceMark  Here will go the ServiceMark

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Continue

FIG. 47C10

Control Panel for Hosting Brand Building Web Resources

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Standard Demonstration Mode

Manage Product Data Links

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Search/View Data Link Resources

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Manage Brand Information Networks

Create Interactive Brand Information Networks

designed to communicate the essential value and character.

Manage
Language
Australia
Brazil
Canada
France

FIG. 47C11

http://www.brandkeysystems.com/bk_create/a_control_panel_link.html

Brandkey

create

Select Brand Entity	Manage Product Data Strings	Manage Product Data Links	Manage Information Resources
Service Data String Records			

Standard Demonstration Mode**Select Product Data String Record:****Search for Service Data String Records:** Client Account No: 7145001 Client Account: DISNEY User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record: **By:** Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Trademark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record: **By:** Universal Service Number **Standard Demonstration Mode****Select Product Data String Record:****Select Service Data String Record:**

FIG. 47C12

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Brandkey Create Subsystem

Page 2 of 2

Client Account: DISNEY

Client Account No: 7145001

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

Brand Entity Name

Trek® Cycles 2002

Jaz® Discs 2002

Gatorade USA 2002

Just Do It

Trek® Cycles 2002

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FIG. 47C 13A



create
Service Data Link Record

Control Panel for Hosting Brand Building Web Resources	
<input type="button" value="Select Brand Entity"/>	<input type="button" value="Manage Product Data Strings"/>
<input type="button" value="Manage Product Data Links"/>	<input type="button" value="Manage Information Resources"/>

Standard Demonstration Mode

[View the Product Data Link Record](#)

[View the Service Data Link Record](#)

Client Account: DISNEY Client Account No: 7145001

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN): 9909930-00939

Product Descriptor (PD): Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark Schema



Here will go the Trademark

User Name: John Smith

Here will go the Trademark



You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 9909930-00939

Service Descriptor (SD): Here will go the Service Description

Servicemark (SM):



F19.47C13B

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Here will go the Servicemark

 Here will go the Servicemark

 Here will go the Servicemark


ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:


Sound File Supported at Node:

Type of Purchase Link:
 Pre-Purchase Link Post-Purchase Link

Index as Brand Entity Link:
 Yes No

Index as Purchase Enabling Link:
 Yes No

Index as Advertisement/Promotional Link:
 Advertisement Promotion

Enable Advertisement/Promotion Spot Selection:
 Advertisement Promotion

Node Label Languages:
 English Spanish French German Japanese
 Dutch Italian Chinese Danish Austrian
 Brazilian Canadian French Catalan Finnish Norwegian
 Portuguese Swedish

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f1g, 47c13c

Enable Brand Value Voting: Yes No
Brand Value Indication Measurement: * ** *** ****
Active Node: Yes No

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

[Back](#) [Next](#)

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RIG 47 C(3)D

Brandkey®

create

Select Brand Entity Manage Product Data Strings Manage Product Data Links Manage Information Resources

[Standard Demonstration Mode](#)

View the Product Data Link Record**View the Service Data Link Record**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark

Service Data Link Record:

Here will go the Service Data Link Record

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2

2

2

Here will go the Trademark

2

2

2

You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description

Servicemark (SM):

FIG. 47C13E

Active	Inactive	All Active Links	All Inactive Links	All Links
Here will go the Servicemark	Here will go the Servicemark			
				
Here will go the Servicemark	Here will go the Servicemark			
				
URL at Node:	http://www.nike.com/sneakers.html	Text at Node	Node Label Geometry: square	Node Label
Text at Node:		Node Label	Node Label Font: Arial	Node Label Font Color: Black
Node Label:				
Graphic Image Supported at Node:				
Sound File Supported at Node:				
Type of Purchase Link:	Pre-Purchase Link			
Index as Brand Entity Link:	Yes			
Index as Supply Channel Related Link:	Yes			
Index as Advertiser/Promote Link:	Advertisement			
Enable Brand Value Voting:	Yes			
Brand Value Indicator Scale:	*****			
Active Node:	No			
Background Color	Background Image	Background Sound		

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Brandkey Create Subsystem

Page 3 of 3

Black	Product-Specific Virtual Kiosks Deploy Schema	Pre-Post Purchase	View
	Vendor-Specific Virtual Kiosks Deploy Schema	Simplex	View
	Retailer-Specific Virtual Kiosks Deploy Schema	Complex	View
	Industry-Specific Virtual Kiosks Deploy Schema	Pre-Post Purchase	View

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ | ▶▶

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FIG. 47C13G

http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-inactive.html

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Brandkey®

create

Select Brand Entity	Manage Product Data Strings	Manage Product Data Links	Manage Information Resources
Search/View Data Link Records			

Standard Demonstration Mode

[View the Product Data Link Record](#)

[View the Service Data Link Record](#)

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Product Description

Trademark (TM):

Here will go the Trademark

Here will go the Trademark

Here will go the Trademark

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Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



◀◀ | ▲ Back 1 2 3 Next ► | ►►

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN): 9909930-00939

Product Description (PD): Here will go the Service Description

Trademark (SM):

Fig. 47C13H

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 Here will go the Servicemark	 Here will go the Servicemark	 Here will go the Servicemark
 Here will go the Servicemark		
 Here will go the Servicemark		
 Here will go the Servicemark		
<< < Back 1 2 3 Next > >>		
All ACTIVE LINKS		
All Inactive Links		
All Unactive Links		
All Links		
Active Inactive All		
Select Brand Link Language: <input style="border: 1px solid black; padding: 2px; margin-left: 10px;" type="button" value="Set"/>		
URL at Node http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html http://www.nike.com/sneakers/pump-air.html		
Text at Node here will go the text at node here will go the text at node		
Active ✓ ✗ ✓ ✓ ✓		
<< < Back 1 2 3 4 5 Next > >>		

F9. 47C13J

Brandkey®
create

Select Brand Entity Manage Product Data Strings Manage Product Data Links Manage Information Resources
[Search/View Data Link Records](#)

[View the Product Data Link Record](#)

Client Account: DISNEY

Client Account No: 7145001

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

◀◀ | ▲ Back 1 2 3 Next ►►



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Standard Demonstration Mod

[View the Service Data Link Record](#)

User Name: John Smith

User Name: John Smith

Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description

Servicemark (SM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

◀◀ | ▲ Back 1 2 3 Next ►►

Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description

Servicemark (SM):

F1 G. 47 C 135

Brandkey Create Subsystem

Page 2 of 2

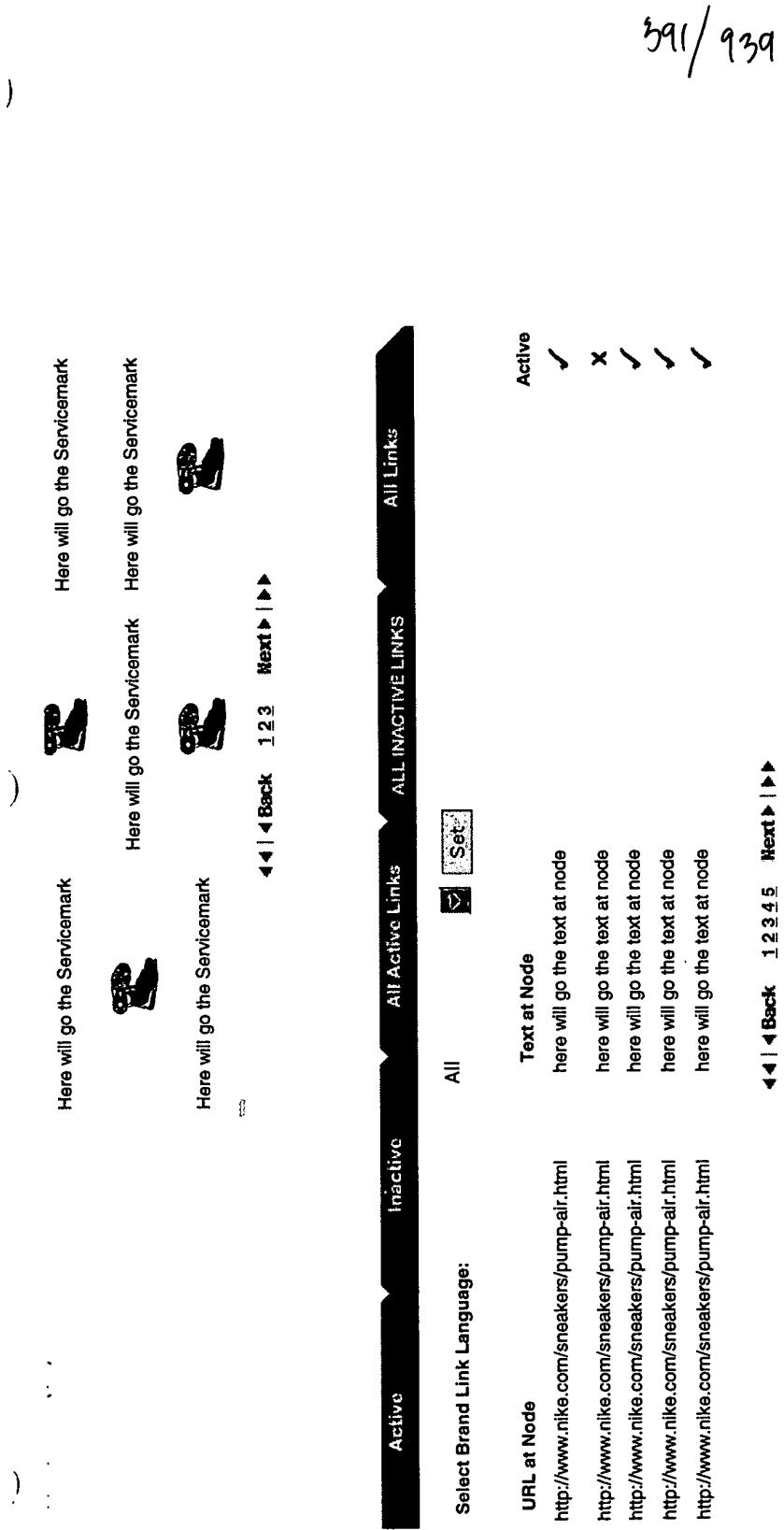


FIG. 47 C 13 K

Brandkey™	
Create	Select Brand Entity
Search With Text	Search With Record
View the Product Data Link Record	View the Service Data Link Record
View the Standard Demonstration Mod	
Control Panel for Hosting Brand Building Web Resources	
Manage Product Data Strings Manage Product Data Links Manage Information Resources Logout	

Standard Demonstration Mod

[View the Service Details Link Record](#)

[View the Service Data Link Record](#)

Client Account: DISNEY

Client Account No: Z115001

Licor Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PDI)

Here will go the Product Descriptor

Trademarks (TM).

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Here will go the Trademark

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Here will go the Trademark

Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN): 999993000938

中原农民报

Service Descriptor (SD): Servicemark (SM):		<p>Here will go the Service Descriptor</p> <p>Here will go the Servicemark</p>
		

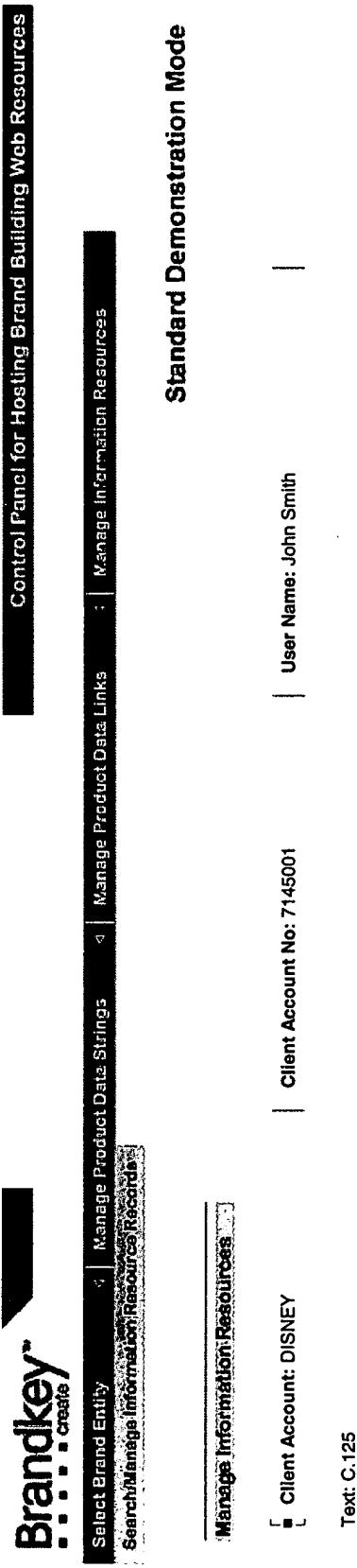
FIG. 47 C 135

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Select Brand Link Language:		All	<input type="button" value="Set"/>
URL at Node	Text at Node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		
http://www.nike.com/sneakers/pump-air.html	here will go the text at node		

| |

FIG. 47 C 13M



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FIG. 47 < 14

Brandkey
Create

Control Panel for Hosting Brand Building Web Resources			
Search for Product Data String Records			
Select Brand Entity	Manage Product Data Strings	Manage Product Data Links	Manage Information Resources
Search for Brandkey Data String Record			

Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Product Information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number

|

Standard Demonstration Mode

Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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|

F1G. 47C15

Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
08908-0978900	Brand entity name	Product Name
08908-0978901	Brand entity name	Product Name
08908-0978902	Brand entity name	Product Name
08908-0978903	Brand entity name	Product Name
08908-0978904	Brand entity name	Product Name

◀◀ | ▲ Back 1 2 3 4 5 Next ► | ►►

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
08908-0978900	Brand entity name	Service Name
08908-0978901	Brand entity name	Service Name
08908-0978902	Brand entity name	Service Name
08908-0978903	Brand entity name	Service Name
08908-0978904	Brand entity name	Service Name

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F1 G. 47 C16A

Brandkey™

create

Select Brand Entity	Manage Product Data Strings	Manage Product Data Links	Manage Information Resources
Search/Manage Information Resource Records			

Select Product Information Resource Record

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

URL	Node Label	Upload Date
http://www.nike.com/sneakers/pump.html	Node Label	09/05/02
http://www.nike.com/sneakers/pump.html	Node Label	11/20/02
http://www.nike.com/sneakers/pump.html	Node Label	12/09/02
http://www.nike.com/sneakers/pump.html	Node Label	11/20/02
http://www.nike.com/sneakers/pump.html	Node Label	12/09/02

[◀◀ | ◀ Back](#) [1 2 3 4 5](#) [Next ▶ | ▶▶](#)

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[Back](#) [Add New Information Resource](#)

FIG. 47 C 16B


Brandkey
 Create

 Select Brand Entity
 Manage Product Data Strings
 Search/Manage Information Resource Records

Control Panel for Hosting Brand Building Web Resources

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.		
Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.		
Product/Service Information Resource File to Upload: <input type="file"/> Product/Service Information Resource Supporting Files to Upload:		<input type="button" value="Browse..."/> <input type="button" value="Browse..."/>
Product/Service Information Resource Creator/Author: <input type="text"/>		
Product/Service Information Resource Owner: <input type="text"/>		
Date Product/Service Information Resource was Created: <input type="text"/>		

Edit Product Information Resource Record
Edit Service Information Resource Record

Standard Demonstration Mode

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Standard Demonstration Mode

Confirm Product Information Resource Record
Confirm Service Information Resource Record

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------



The Product Information Resource has been Uploaded. Please review and confirm the information below. If any Information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Product/Service **Information Resource File to Upload:** **Information Resource**

Product/Service Information Resources Supporting Efforts to Implement Information Disclosure

EDUCATIONAL RESOURCES

Product/Service Information Resource Owner: Information Resource

Date Product/Service Information Resource was Created:

Confirm

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Fig. 47C16D

Brandkey create

Control Panel for Hosting Brand Building Web Resources

Search|Manage Information Resource Records

Select Brand Entity: Manage Product Data Strings < Manage Product Data Links > Manage Information Resources

Standard Demonstration Mode

Update Product Information Resource Record | **Update Service Information Resource Record**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload: [Empty Box]

Information Resource Supporting Files to Upload: [Empty Box] [Empty Box]

Information Resource Creator/Author: [Empty Box]

Information Resource Owner: [Empty Box]

Date Created: [Empty Box]

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FIG. 47<16E

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Brandkey™ deliver

Brandkey Systems | Brandkey Create | Brandkey Deliver | Brandkey Advertise | Brandkey Promote

Brandkey Deliver Subsystem Benefits | Virtual Kiosk Generation Suite | Virtual Kiosk Installation Suite

Deliver

Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.

Tutorials

• Brandkey Deliver

http://www.brandkeysystems.com/bk_deliver/index_deliver.html

Fig. 48A1

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The screenshot shows a website layout for 'Brandkey deliver'. At the top, there's a navigation bar with links: Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login. Below the navigation, there's a main header 'Brandkey deliver' with a sub-header 'Virtual Kiosk Benefits'. A sidebar on the left lists subsystems: Brandkey systeme, Brandkey create, Brandkey deliver, Brandkey advertiser, Brandkey promotional, and Brandkey installation. The main content area has a title 'Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode'. It starts with a section 'Brand Managers' followed by a bulleted list: Advertising Agents, Promotional Agents, Full Service Agents, Marketing Consultants, Brand Consultants, and Trademark Attorneys. To the right of this list, there's a detailed description of the Brandkey Deliver™ Subsystem.

Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

Brand Managers

- Advertising Agents
- Promotional Agents
- Full Service Agents
- Marketing Consultants
- Brand Consultants
- Trademark Attorneys

The Brandkey Deliver™ Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey™ Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

FIG 48 A 2

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Virtual Kiosk Generation Suite - Standard Demonstration Mode

- Launch Control Panel for Generating Product-Specific Virtual Kiosks
- Launch Control Panel for Generating Services-Specific Virtual Kiosks
- Launch Control Panel for Generating Vendor-Specific Virtual Kiosks
- Launch Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- Launch Control Panel for Generating Retailer-Specific Virtual Kiosks
- Launch Control Panel for Generating Industry-Specific Virtual Kiosks
- Launch Control Panel for Generating Corporate-Specific Virtual Kiosks

Configure Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

Client Account Client Account 1

You have selected the following Retailer from the list, then uncheck or check Retailers to this list.

C	Client Account 1
G	HTML_Blocked_Browsing
C	HTML_CrossDomain
C	HTML_CrossFrame
C	HTML_CrossSite

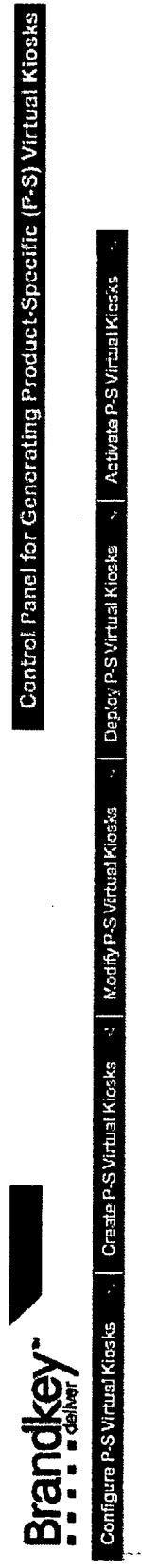
Customize Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks more designed to communicate the essential value and character more.

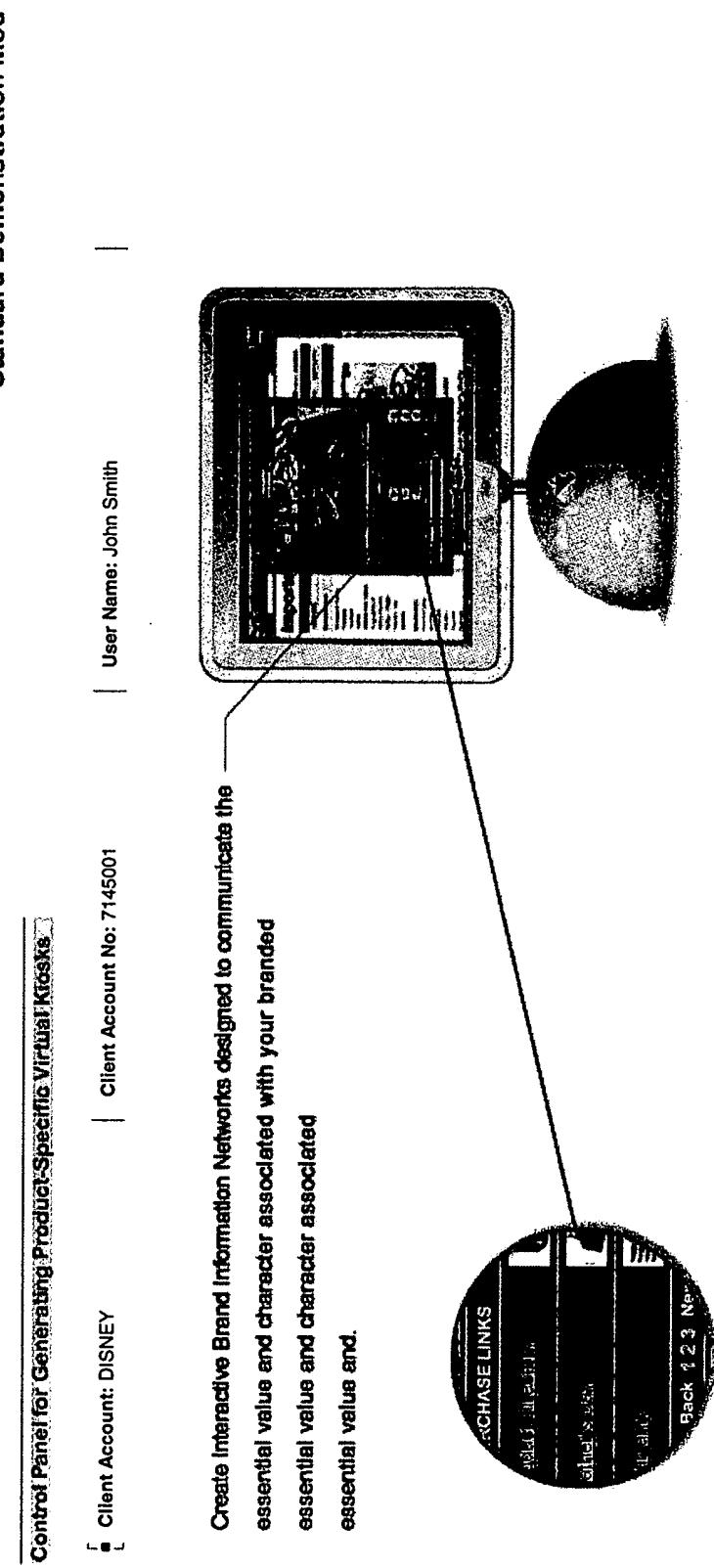
Deploy Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 48 B1



Control Panel for Generating Product-Specific Virtual Kiosks



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FIG. 48B2

Brandkey®

deliver

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Delete P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Standard Configuration	Set Standard Configuration	Set Standard Configuration	Set Standard Configuration	Set Standard Configuration
Set Standard Configuration	Set Standard Configuration	Set Standard Configuration	Set Standard Configuration	Set Standard Configuration

Set Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

Yes No

Do you wish to allow installation of Product-Specific Virtual Kiosks by Consumers?

Yes No

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Next

FIG. 48B3



Configure P-S Virtual Kiosks
Set Standard Configuration
Set Standard Demonstration Mode
Set Allowed Retailers
Set Forbidden Domains

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Standard Demonstration Mode

Back | Add Retailers | Next

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		Control Panel for Generating Product-Specific (P-S) Virtual Kiosks			
<input type="button" value="Configure P-S Virtual Kiosks"/> <input type="button" value="Create P-S Virtual Kiosks"/> <input type="button" value="Modify P-S Virtual Kiosks"/> <input type="button" value="Deploy P-S Virtual Kiosks"/> <input type="button" value="Activate P-S Virtual Kiosks"/>					
<input type="button" value="Set Standard Configuration"/> <input type="button" value="Set Available Domains"/> <input type="button" value="Set Forbidden Domains"/>					
Standard Demonstration Mode					
<input type="button" value="Search for Retailers"/>					
<input checked="" type="checkbox"/> Client Account: DISNEY		Client Account No: 7145001		User Name: John Smith	
Search for Retailers you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.					
Retailer Name:	<input type="text"/>	City:	<input type="text"/>	State:	<input type="text"/> <input type="button" value="▼"/>
Zip/Postal Code:	<input type="text"/>	Country: United States <input type="button" value="▼"/>			

FIG. 48B5

Brandkey

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Configuration | **Set All Retailer Domains** | **Set ForbIDDEN Domains**

Select Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶▶

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Back | **Next**

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Brandkey™

deliver

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Standard Configuration	Set Allowed Retailers	Set Allowed Industrialists	Set Prohibited Domains	

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mode

Set Allowed Industrialists:

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

You have permitted the following Industrialists to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

Next ▶ | ▶ Back ▲ 1 2 3 4 5 ▲ ▶ | ▶

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Back**Add Industrialist****Next**

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Brandkey™

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks | Back | Search

Standard Configuration | Standard Retailers | Standard Industrialists | Standard Domains | Set Forbidden Domains

Standard Demonstration Mod

Search for Industrialists:

<input type="text" value="Client Account: DISNEY"/>	<input type="text" value="Client Account No: 7145001"/>	<input type="text" value="User Name: John Smith"/>
Search for Industrialists you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.		
Industrialist Name: <input type="text"/>	City: <input type="text"/>	State: <input type="button" value="▼"/>
Zip/Postal Code: <input type="text"/>	Country: <input type="text" value="United States"/> <input type="button" value="▼"/>	

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FIG. 48 B 8



Configure P-S Virtual Kiosks
Set Standard Configuration
Save | Standard Configuration

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
Set Standard Configuration | Save | Standard Configuration | Standard Demonstration Mode

Select Industrialist

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Display P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Standard Configuration <input checked="" type="checkbox"/> Set Standard Configuration <input type="checkbox"/> Set Standard Configuration				

Set Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

You have **Forbidden** the following Domains from launching Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the **Forbidden** checkbox. Click Next to save your changes. Click Add Domain to add another **Forbidden** Domain.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden



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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mod

User Name: John Smith

[Back](#) [Add Domain](#) [Finish](#)

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Brandkey deliver

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activated P-S Virtual Kiosks
Configure P-S Virtual Kiosks	Search & Filter	Launch	View Details

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
-------------------------------	-----------------------------------	------------------------------

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g. www.brandtarnishingwebsite.com.

Root Domain Name:

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Select Product	Select Product	Name Virtual Kiosk	Confirm Virtual Kiosk Creation
Set Virtual Kiosk Display Mode	Select Product	Select Product	Name Virtual Kiosk	Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Set Product-Specific Virtual Kiosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Kiosks you will create in this section:

Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks | Set Virtual Kiosk (Display) Mode | Search for Products | Selected Products | Name, Virtual Kiosk | Customized Virtual Kiosk Creation | Standard Demonstration Mod

Search for Products

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:

By: Universal Product Number

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FIG. 48C2



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	<	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks	Custom Virtual Kiosk Creation
Virtual Kiosk ID: 9909930-00939	>	Virtual Kiosk Name: DISNEY	Virtual Kiosk Description: Disney	Virtual Kiosk URL: http://www.brandkeysystems.com/bk_deliver/m_launch_product_create-3.html	Virtual Kiosk Status: Active	Virtual Kiosk Last Update: 5/6/2003

Standard Demonstration Mod**Select Products**

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

Select the Product Data Strings for which an associated Product-Specific Virtual Kiosk will be created.

Universal Product Number (UPN) Trade Mark (TM)

	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	<input type="checkbox"/>

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Central Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks	Commit Virtual Kiosk Activation
Virtual Kiosk Deployment	Products	Virtual Kiosks	Virtual Kiosks	Virtual Kiosks	Virtual Kiosks

Standard Demonstration Mode

Name Product-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select a Name for each Product-Specific Virtual Kiosk to be created.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383

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FIG. 48C4

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Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Virtual Kiosk Display Mode	Search for Products	Select Products	Virtual Kiosk Creation	Virtual Kiosk Activation
SatVirtualKiosk	Products	Name Virtual Kiosk	Client Account	Virtual Kiosk Creation

Customize Product-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

Standard Demonstration Mode**Customize Product-Specific Virtual Kiosks**

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

Product-Specific Virtual Kiosk Name

Trek® Cycles 2002

Jazz® Discs 2002

Gatorade USA 2002

Just Do It!

Trek® Cycles 2002

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Kiosks	Select Products	Name Virtual Kiosk	Create P-S Virtual Kiosk

Standard Demonstration Mode

Customize Product-Specific Virtual Kiosks:

Client Account #: DISNEY

Client Account No: 7145001

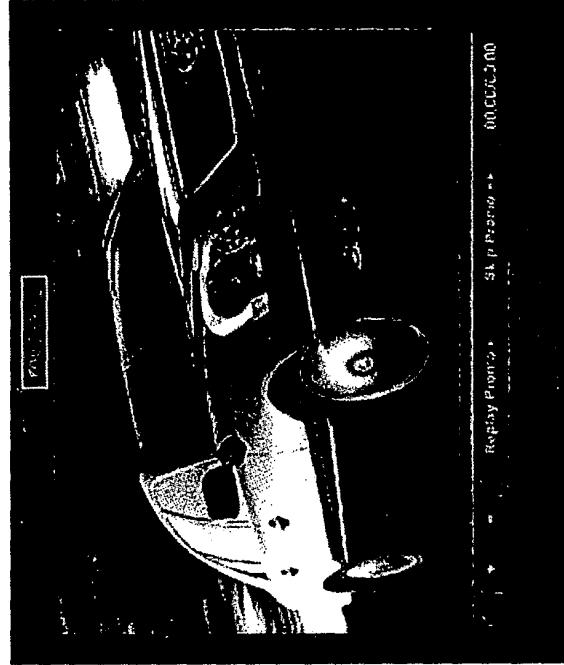
User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Product Logo: [Browse...](#)

Virtual Kiosk



Geometric Layout: square [▼](#)

Surface Texture: Black [▼](#)

Surface Color: Black [▼](#)

Button Style Set: square [▼](#)

Button Color Set: Black [▼](#)

[Preview](#)

[Confirm](#)

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FIG. 48C7



Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Display P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Set Virtual Kiosk Display Images	Set Client for Products	Name Virtual Kiosk	Characterize Virtual Kiosk	Customize Virtual Kiosk

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Confirm Creation of Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Kiosks. You can now Modify or Deploy these Product-Specific Virtual Kiosks.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks			
Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Delete P-S Virtual Kiosks
Activate P-S Virtual Kiosks	Depict P-S Virtual Kiosks	Activate P-S Virtual Kiosks	
Select the Product-Specific Virtual Kiosk			
<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	

Select the Product-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Kiosk Name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Virtual Kiosk name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Virtual Kiosk name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Virtual Kiosk name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Virtual Kiosk name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Virtual Kiosk name

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Brandkey... deliver
Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks
Select Virtual Kiosk | Delete Virtual Kiosk |

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Modify the Product-Specific Virtual Kiosk:**Standard Demonstration Mode** Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

[Redacted]

Display Mode:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status:

Deployed-Activated

Delete this Kiosk

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Back **Update**

FIG. 48 D2

Brandkey 

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Select Virtual Kiosk	<input checked="" type="checkbox"/> View Details	<input type="checkbox"/> View Details	<input type="checkbox"/> View Details	<input type="checkbox"/> View Details

Standard Demonstration Mod

Modify the Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Trademark (TM): [Here will go the Trade Mark](#)

Product Descriptor (PD): [Here will go the Product Description](#)

Product-Specific Virtual Kiosk Name: [Here will go the Virtual Kiosk Name](#)

Virtual Kiosk Mode:

Allow Consumer Installation:

Virtual Kiosk Status: Deployed-Activated

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FIG. 48 D3

Brandkey™

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Modify the Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name: Here will go the Virtual Kiosk Name

Virtual Kiosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Allow Consumer Installation:

✓

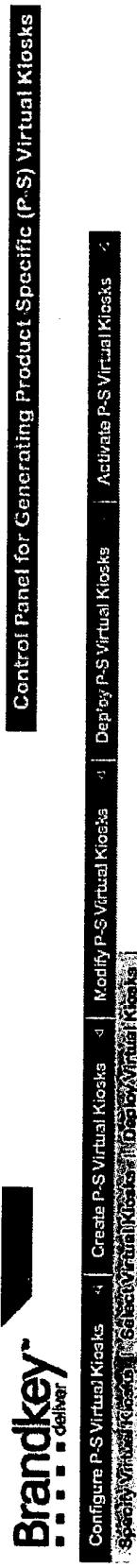
Virtual Kiosk Status:

Deployed-Activated

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Standard Demonstration Mode

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Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Kiosks will be launched:

HTML-Encoded Brandkey (TM) Button

HTML-Encoded Document

HTML-Encoded Image

HTML-Encoded Desktop Icon

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FIG. 48E1

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks																							
Configure P-S Virtual Kiosks < Create P-S Virtual Kiosks < Modify P-S Virtual Kiosks < Deploy P-S Virtual Kiosks < Activate P-S Virtual Kiosks < Select Product-Specific Virtual Kiosks																							
Standard Demonstration Mode																							
Select Product-Specific Virtual Kiosks																							
<input type="text" value="Client Account: DISNEY"/> <input type="text" value="Client Account No: 7145001"/> <input type="text" value="User Name: John Smith"/>																							
<p>Select the Product-Specific Virtual Kiosk(s) you wish to deploy.</p>																							
<table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 20%;">Virtual Kiosk ID</th> <th style="text-align: left; width: 20%;">Product-Specific Virtual Kiosk Name</th> <th style="text-align: left; width: 20%;">Deploy</th> </tr> </thead> <tbody> <tr> <td>9909930-00939</td> <td>Here will go the description of the retailer.</td> <td><input type="radio"/></td> </tr> <tr> <td>9909930-00939</td> <td>Here will go the description of the retailer.</td> <td><input type="radio"/></td> </tr> <tr> <td>9909930-00939</td> <td>Here will go the description of the retailer.</td> <td><input type="radio"/></td> </tr> <tr> <td>9909930-00939</td> <td>Here will go the description of the retailer.</td> <td><input type="radio"/></td> </tr> <tr> <td>9909930-00939</td> <td>Here will go the description of the retailer.</td> <td><input type="radio"/></td> </tr> </tbody> </table>						Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy	9909930-00939	Here will go the description of the retailer.	<input type="radio"/>	9909930-00939	Here will go the description of the retailer.	<input type="radio"/>	9909930-00939	Here will go the description of the retailer.	<input type="radio"/>	9909930-00939	Here will go the description of the retailer.	<input type="radio"/>	9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy																					
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>																					
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>																					
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>																					
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>																					
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>																					
<p>< Back 1 2 3 4 5 Next > ></p>																							

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FIG. 48E2

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Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select Product-Specific Virtual Kiosks Languages

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Standard Demonstration Mod

Client Account:	DISNEY	Client Account No:	7145001	User Name:	John Smith
Select the languages in which you wish to deploy the configured Product-Specific Virtual Kiosks.					

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FIG. 48 E3A

Brandkey™
deliver

Configure P-S Virtual Kiosks < Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Specify Virtual Kiosk
http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

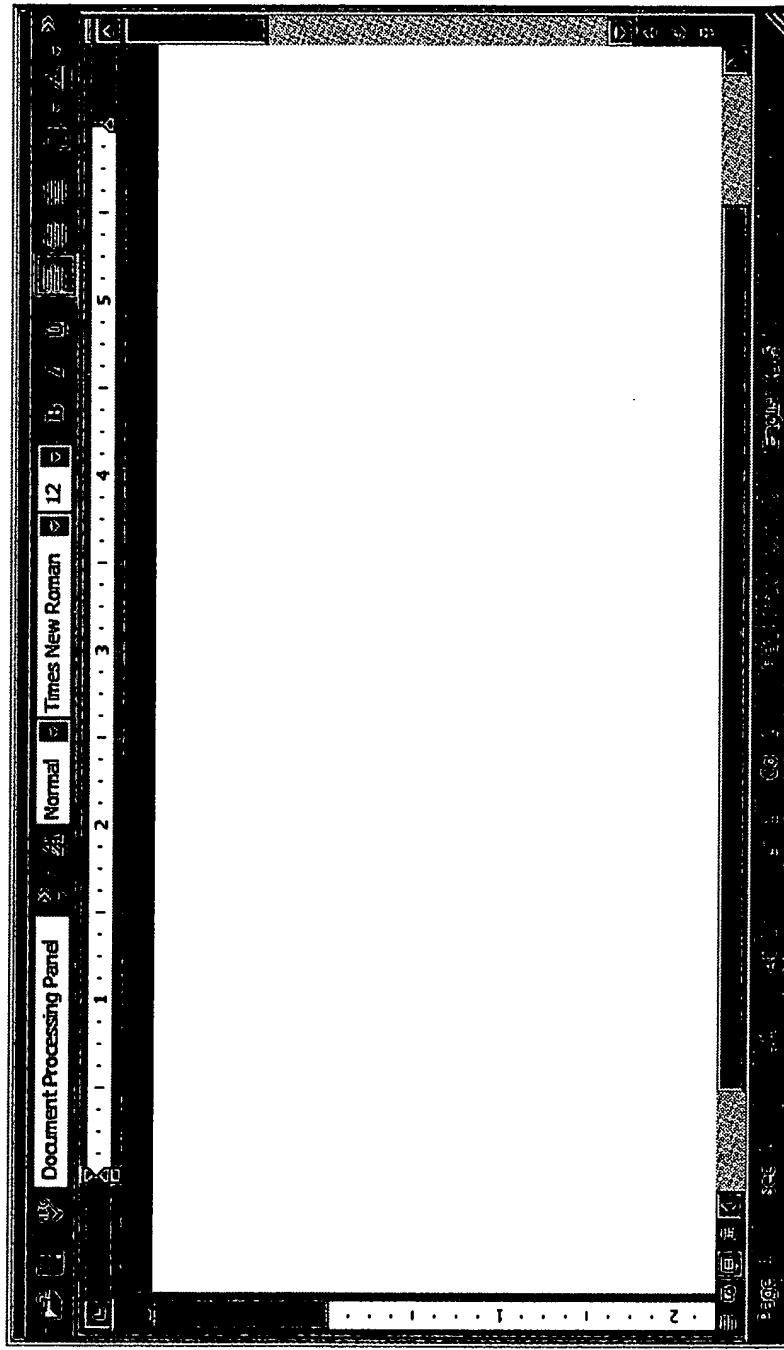
Create HTML Encoded Document

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in Word format to load correctly.



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FIG. 48E3C

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-2c.html

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mod

Select HTML-Encoded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Encoded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

Microsoft Word Document format
 Adobe PDF Document format

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Brandkey deliver

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Specify Virtual Kiosk	Select Product-Specific Virtual Kiosks			

Select Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Standard Demonstration Mod

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Display P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Select Virtual Kiosks				

Select Product-Specific Virtual Kiosk Languages:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

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Fig. 48E3F



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Select Virtual Kiosk	Create Virtual Kiosk	Modify Virtual Kiosk	Deploy Virtual Kiosk	Activate Virtual Kiosk

Standard Demonstration Mod

Upload Images for HTML-Encoded Image

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image: Encrypt

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Specialty Virtual Kiosks

Create HTML-Encoded Image

Create HTML-Encoded Image

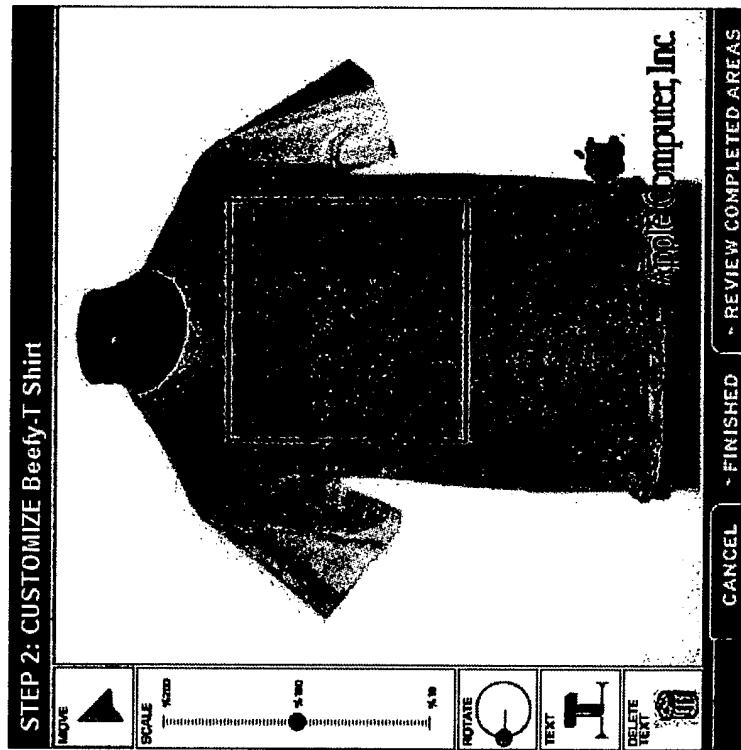
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the Images if you wish. The Secondary Image shall always appear on top of the Base Image.

Standard Demonstration Mod



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PAQ. 48 E 3T



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Specify Virtual Kiosks	Encode Virtual Data	Print Virtual Data	Print Virtual Data	Print Virtual Data

Standard Demonstration Mode

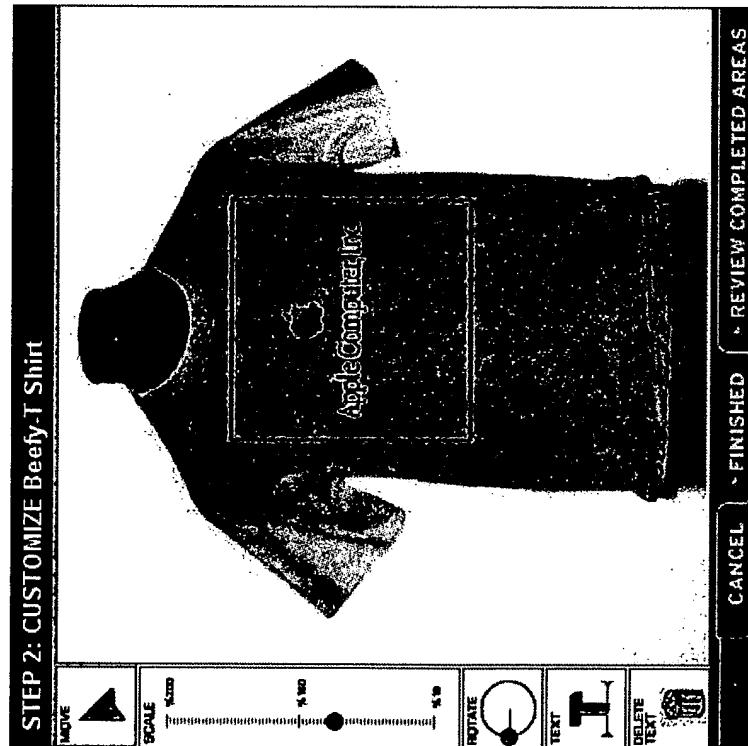
Select HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Kiosk.



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FIG. 48 E3 K

http://www.brandkeysystems.com/bk_deliver/m_launch_product_deploy-3e.html

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Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Display P-S Virtual Kiosks	Activate P-S Virtual Kiosks
<input checked="" type="radio"/> Product Specific Virtual Kiosk	<input type="radio"/> Product Specific Virtual Kiosk			

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Select Product-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.

Product-Specific Virtual Kiosk Name

- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.

Deploy

| |

Standard Demonstration Mod

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FIG. 48 E3 L



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
Select Product-Specific Virtual Kiosks				

Client Account: DISNEY Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Brandkey 

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Specify Virtual Kiosk

Standard Demonstration Mode

Upload Image for HTML-Encoded Desktop Icon

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

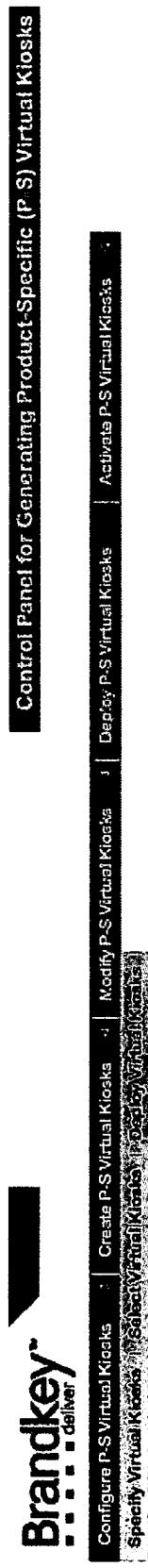
Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image:

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

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FIG. 48E3N



Product Specification Deployment License Agreement

Client Account No: 7145001

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Disagree

Fig. 48E4

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Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks	Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks
<input checked="" type="checkbox"/> Select Virtual Kiosks	<input type="checkbox"/> Create New Virtual Kiosks	<input type="checkbox"/> Modify Existing Virtual Kiosks	<input type="checkbox"/> Deploy New Virtual Kiosks	<input type="checkbox"/> Activate Existing Virtual Kiosks

Standard Demonstration Mod

Confirm Deployment of the Product-Specific Virtual Kiosks

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

The selected Product-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 48E5



Central Panel for Generating Product-Specific (P-S) Virtual Kiosks		
Configure P-S Virtual Kiosks	Create P-S Virtual Kiosks	Modify P-S Virtual Kiosks
Deploy P-S Virtual Kiosks	Activate P-S Virtual Kiosks	

Control Panel for Activating Product-Specific Virtual Kiosks

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001
Activate/Deactivate Deployed Product-Specific Virtual Kiosks	

The Product-Specific Virtual Kiosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Kiosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Kiosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Kiosk Serial Number

- Here will go the min

Product-Specific Virtual Kiosk Name

- Here will go the product name
- Here will go the product name
- Here will go the product name
- Here will go the product name
- Here will go the product name
- Here will go the product name

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Activate

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Standard Demonstration Mod

Control Panel for Generating Service-Specific Virtual Kiosks

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Text: R.135		

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FIG. 48G1

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Configure S-S Virtual Kiosks Create S-S Virtual Kiosks Modify S-S Virtual Kiosks Deploy S-S Virtual Kiosks Activate S-S Virtual Kiosks

Standard Demonstration Mode

Set Standard Configuration

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Do you wish to create a Service-Specific Virtual Kiosk for all Service Data String Records?

Yes No

Do you wish to allow Installation of Service-Specific Virtual Kiosks by Consumers?

Yes No

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FIG. 48G2



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Delete S-S Virtual Kiosks	Activates S-S Virtual Kiosks
Set Standard Configuration	Set Standard Domains	Get Standard Domains	Get Standard Configuration	Get Standard Domains

Standard Demonstration Mode

Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Add Retailers

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Set Standard Configuration | Set Standard Domains | Set Retailer Information | Set Retailer Domains

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the Retailer Search.

Retailer Name:
 City:
 State: ▾
 Zip/Postal Code:
 Country: United States ▾

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Search

FIG. 4864

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Set Standard Configuration | **Create S-S Virtual Kiosks** | **Modify S-S Virtual Kiosks** | **Deploy S-S Virtual Kiosks** | **Activate S-S Virtual Kiosks** | **Add Retailer** | **Allow Self-Installation** | **Set Forbidden Domains**

Select Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Standard Demonstration Mode

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG 4865



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Standard Configuration				
Set Allowed Industrialists				
Set Standard Configuration				
Set Allowed Industrialists				

Standard Demonstration Mod

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Industrialists to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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[Add Industrialist](#)

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks	
Standard Configuration	Set Standard Configuration
Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks
Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Allowed Retailers	Set Allowed Industrialists
Set Forbidden Domains	
Standard Demonstration Mode	
<p>Search for Industrialists</p> <p><input type="text"/> Client Account: DISNEY</p> <p><input type="text"/> Client Account No: 7145001</p> <p><input type="text"/> User Name: John Smith</p>	
<p>Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.</p>	
<input type="text"/> Industrialist Name: <input type="text"/> City: <input type="text"/> State: <input type="text"/> Zip/Postal Code: <input type="text"/> Country: United States	<input type="button" value="Search"/>

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[Search](#)

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Display S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Standard Configuration	Search and Refresh	Add Industrialist	Edit Industrialist	Delete Industrialist

Standard Demonstration Mode**Select Industrialists**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Standard Configuration	Add Client Accounts	Edit Client Accounts	Deploy Standard Configuration	Activate Standard Configuration

Standard Demonstration Mode

Set Forbidden Domains

<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
--	---	--

You have **Forbidden** the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a **Forbidden** Domain from the list, then uncheck the **Forbidden** checkbox. Click **Finish** to save your changes. Click **Add Domain** to add another **Forbidden** Domain.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input type="checkbox"/>
Domain Name 3	<input type="checkbox"/>
Domain Name 4	<input type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

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Back **Add Domain** **Finish**

FIG. 48G9

<http://www.brandkeysystems.com/bk-deliver/m-launch-service-configure-8.html>

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Brandkey® deliver

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Set Standard Configuration | Set Allowed Roots | Set Allowed Domains | Add New Domains

Standard Demonstration Mod

Add Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g.: www.brandarmingwebsite.com.

Root Domain Name:

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="text"/> Client Account No: 7145001	<input type="text"/> User Name: John Smith		

Set Service-Specific Virtual Kiosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- Uni-Mode Display comprising: Brand Information Network Display Mode

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FIG. 48H1



Contract Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Virtual Kiosk Display Name	Name Virtual Kiosk	Configure S-S Virtual Kiosk	Configure S-S Virtual Kiosk	Configure S-S Virtual Kiosk
Set Virtual Kiosk Display Name	Name Virtual Kiosk	Configure S-S Virtual Kiosk	Configure S-S Virtual Kiosk	Configure S-S Virtual Kiosk

Standard Demonstration Mod

Search for Services

Client Account: DISNEY

Client Account No: 7145001

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Identify the Service Data String Records for which an associated Service-Specific Virtual Kiosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria:

By: Universal Service Number

FIG. 48H2



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
SatVirtualKioskDisplayMode	SatVirtualKioskName	SatVirtualKioskName	SatVirtualKioskName	SatVirtualKioskName
SatVirtualKioskDisplayMode	SatVirtualKioskName	SatVirtualKioskName	SatVirtualKioskName	SatVirtualKioskName

Standard Demonstration Mod[Select Services](#) Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service Data Strings for which an associated Service-Specific Virtual Kiosk will be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Selected
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="checkbox"/>

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Brandkey  

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Activities S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Standard Services | Service Status | Service Log | Client Services | Virtual Kiosk Creation | [Logout](#)

Name Service-Specific Virtual Kiosks

Client Account: DISNEY | **Client Account No:** 7145001 | **User Name:** John Smith

Select a Name for each Service-Specific Virtual Kiosk to be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383

Standard Demonstration Mod

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FIG. 48 H4



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Delete S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Set Virtual Kiosk Details	Generate S-S Virtual Kiosks	Delete S-S Virtual Kiosks	Delete S-S Virtual Kiosks	Confirm Virtual Kiosk Creation

Customize Service-Specific Virtual Kiosks

<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
--	---	--

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button..

Standard Demonstration Mode

Customize Service-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button..

Service-Specific Virtual Kiosk Name

Trek® Cycles 2002

Jazz® Discs 2002

Gatorade USA 2002

Just Do It!

Trek® Cycles 2002

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Finish

FIG. 48H5

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Service Kiosk Display	Customize S-S Virtual Kiosks			
ServVirtualKioskDisplay	Customize S-S Virtual Kiosks			

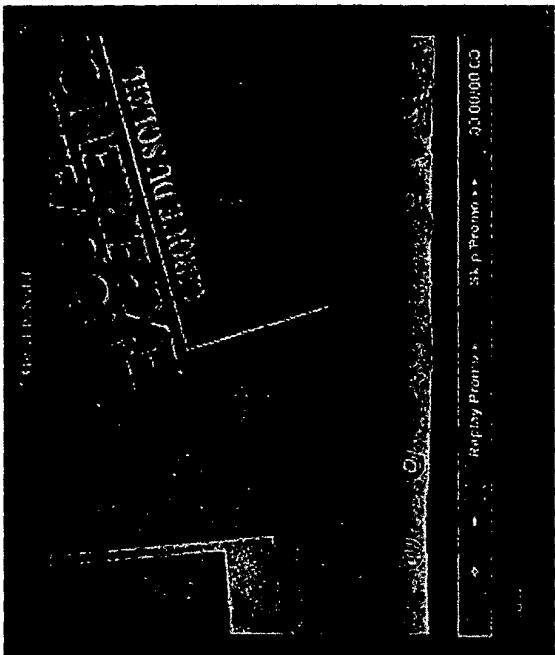
Customize Service-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes.

Customization Options

Virtual Kiosk



Service Logo:

Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black

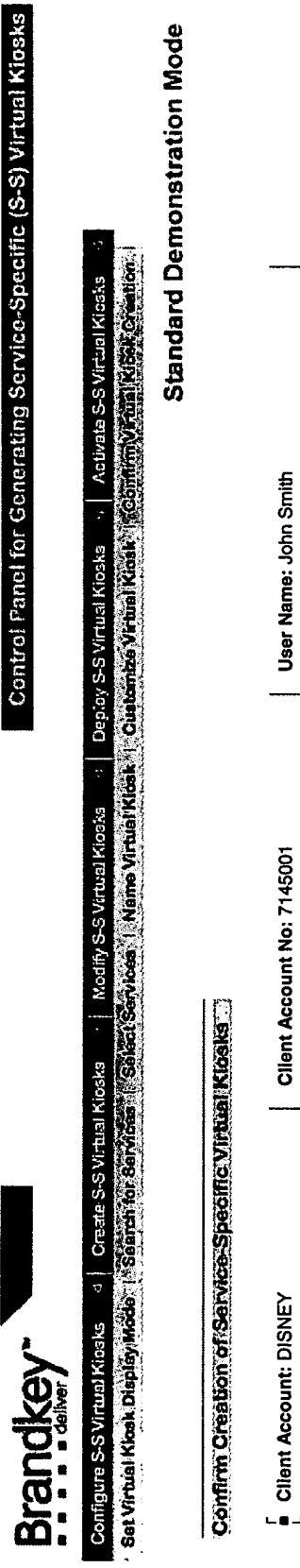
Facility Prefix: Sh_Promo 200400 CO

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FIG. 48 H6

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FIG. 4847



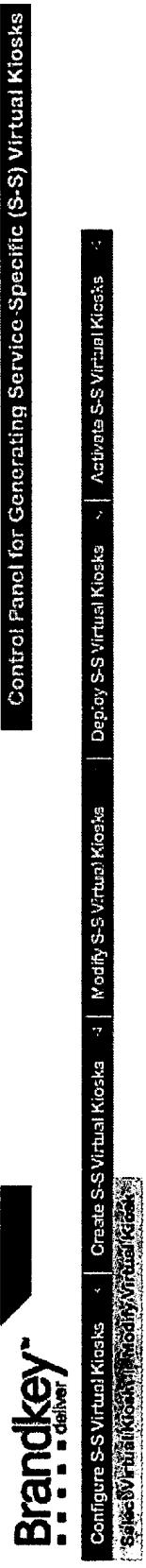
Congratulations, you have created the following Service-Specific Virtual Kiosks. You can now Modify or Deploy these Service-Specific Virtual Kiosks.

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Fig. 418 H 8

http://www.brandkeysystems.com/bk_deliver/m_launch_service_create-7.html



Select the Service-Specific Virtual Kiosk
you wish to Modify by clicking on the Virtual Kiosk Name.

Standard Demonstration Mod

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

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FIG. 48 I 1

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Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Select Virtual Kiosk	Modify S-S Virtual Kiosk			

Standard Demonstration Mode**Modify the Service-Specific Virtual Kiosk**

Client Account: DISNEY Client Account No: 7145001

User Name: John Smith

Update the information for the selected Service-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Kiosk Name:

Virtual Kiosk Mode: Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status: Deployed-Activated

Different Kiosk

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Back Update

FIG. 4812



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Select Virtual Kiosk	Launch Service	Edit	Confirm	

Modify the Service-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09

Service Mark (SM): Here will go the Service Mark

Service Description (SD): Here will go the Service Description

Virtual Kiosk Name: Here will go the Virtual Kiosk Name

Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Virtual Kiosk Status: Deployed-Activated

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Standard Demonstration Mode

[Edit](#) [Confirm](#)

F1Q. 48 I 3



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks
 Select Virtual Kiosk | Deploy Virtual Kiosk | Select Virtual Kiosk | Deploy Virtual Kiosk

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

HTML-Encoded Brandkey (TM) Button

HTML-Encoded Document

HTML-Encoded Image

HTML-Encoded Desktop Icon

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FIG. 48J1



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Display S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

Select Service-Specific Virtual Kiosks

Select Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>

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Standard Demonstration Mode

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FIG. 48.J2

Brandkey deliver

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks

Specify Virtual Kiosk | Select Virtual Kiosk | Deploy Virtual Kiosks

Standard Demonstration Mode

Select Service-Specific Virtual Kiosk Languages

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

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FIG. 48 J3A

Brandkey
... deliver

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Specify Virtual Kiosks	Select Virtual Kiosks	Deploy Virtual Kiosks	Deploy Virtual Kiosks	Activate Virtual Kiosks

Select Service-Specific Virtual Kiosks

Client Account ID: DISNEY

Client Account No: 7145001

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

Service-Specific Virtual Kiosk Name
Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

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Brandkey

deliver

Configure S-S Virtual Kiosks		Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
<input checked="" type="checkbox"/> Select Virtual Kiosks	<input type="checkbox"/> Deploy Virtual Kiosks				

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Select Product-Specific Virtual Kiosk Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

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Standard Demonstration Mod

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Specify Virtual Kiosks	Start Virtual Kiosk	Deploy Virtual Kiosk	Activate Virtual Kiosk	Deactivate Virtual Kiosk

Standard Demonstration Mod

Create HTML Encoded Document

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or Import the document into which you wish to embed the Service-Specific Virtual Kiosk tag. Click the Import button to load an existing document.
The document must be in Word format to load correctly.

A screenshot of a Microsoft Word document window titled "Document Processing Panel". The document contains a numbered list from 1 to 5. The top of the window shows various Word ribbon tabs like Home, Insert, Page Layout, etc. The bottom of the window shows standard Word document controls for zoom and orientation.

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F1 Q, 48 T3 E

Brandkey™ 

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks | Back | Next

Specify Virtual Kiosks | Select Virtual Kiosk | **Select Virtual Kiosk** | **Deploy S-S Virtual Kiosks**

Select HTML Embedded Document Format

Select HTML Embedded Document Format

Client Account: DISNEY

Client Account No: 7145001

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

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FIG. 48 J 3F



Configure S-S Virtual Kiosks	<input checked="" type="button"/> Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Specify Virtual Kiosks	<input checked="" type="button"/> Select Virtual Kiosks	<input checked="" type="button"/> Deploy Virtual Kiosks	<input checked="" type="button"/> Activate Virtual Kiosks	

Select Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID Service-Specific Virtual Kiosk Name

- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks	Logout
--	---	---	---	---	------------------------

Specify Virtual Kiosks

Select Service-Specific Virtual Kiosk Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 48 T3H

Brandkey[®]
deliver

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Specify Virtual Kiosks | Selected Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mod

Upload Images for HTML-Encoded Image

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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FIG. 4853H

Brandkey
... deliver

Configure S-S Virtual Kiosks < Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks
Specify Virtual Kiosks | Select Virtual Kiosk | Launch Service | Deploy Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

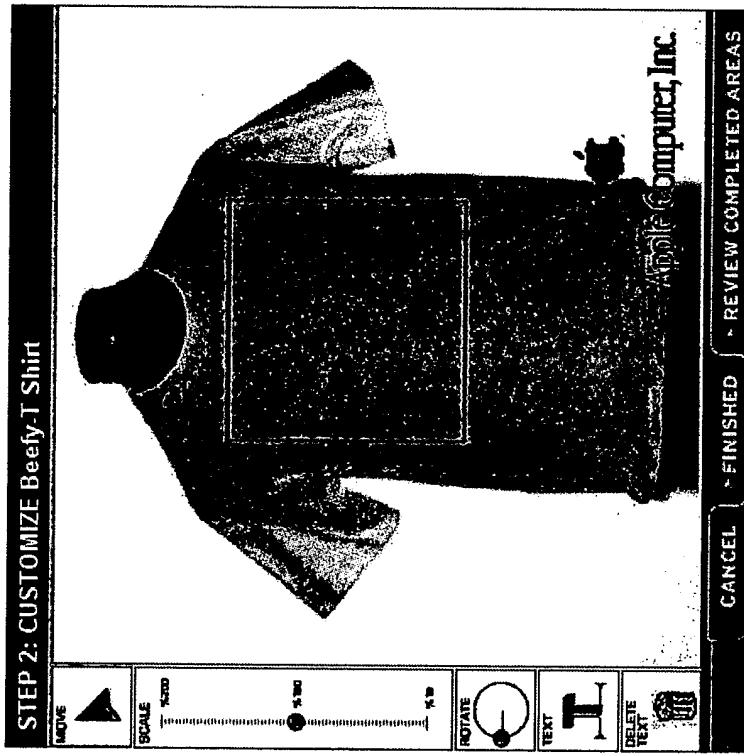
Create HTML Encoded Image

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary image shall always appear on top of the Base Image.



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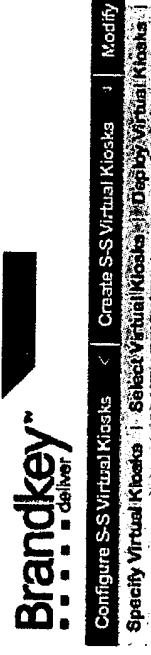
FIG. 48 T 3T

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3d.html

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FIG. 48.J 3J



Configure S-S Virtual Kiosks < Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Select Virtual Kiosks | Select Virtual Kiosks | Select Virtual Kiosks | Select Virtual Kiosks | Select Virtual Kiosks

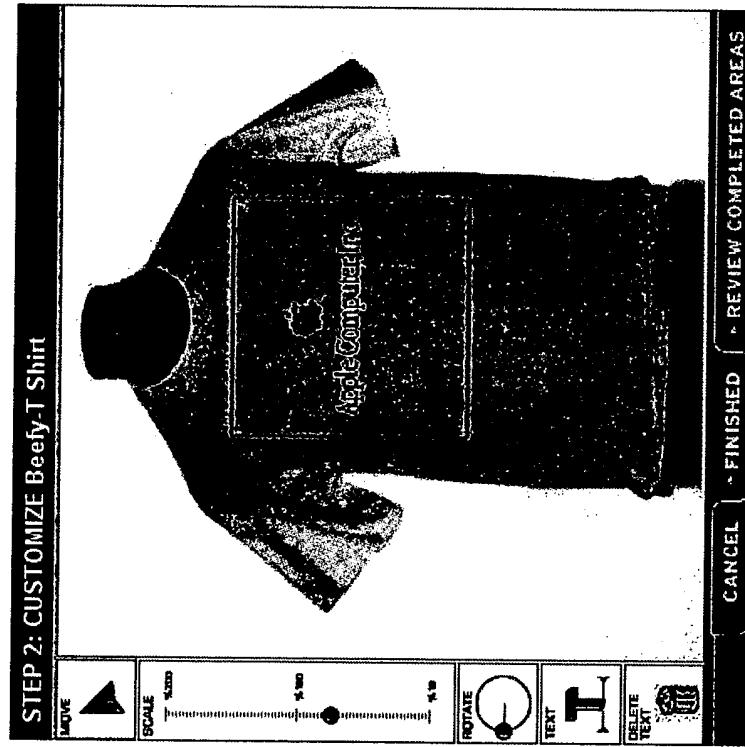
Select HTML Encoded Image Area:

Client Account: DISNEY

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Kiosk.

Select HTML Encoded Image Area:



Standard Demonstration Mode

FIG. 418J 31K

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

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Fig. 48J3L

http://www.brandkeysystems.com/bk_deliver/m_launch_service_deploy-3e.html

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 Brandkey deliver		Control Panel for Generating Service-Specific (S-S) Virtual Kiosks	
Standard Demonstration Mode			
Select Service-Specific Virtual Kiosks			
<input checked="" type="radio"/> Client Account: DISNEY		Client Account No: 7145001	
Select the Service-Specific Virtual Kiosk(s) you wish to deploy.			
Virtual Kiosk ID		Service-Specific Virtual Kiosk Name	
9909930-00939		<input type="radio"/> Here will go the Service-Specific Virtual Kiosk Name	
9909930-00939		<input type="radio"/> Here will go the Service-Specific Virtual Kiosk Name	
9909930-00939		<input type="radio"/> Here will go the Service-Specific Virtual Kiosk Name	
9909930-00939		<input type="radio"/> Here will go the Service-Specific Virtual Kiosk Name	
9909930-00939		<input type="radio"/> Here will go the Service-Specific Virtual Kiosk Name	
◀◀ ◀ Back 1 2 3 4 5 Next ▶ ▶▶			



Configure S-S Virtual Kiosks		Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
<input checked="" type="checkbox"/>	Specify Virtual Kiosks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Select Virtual Kiosks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Deploy Virtual Kiosks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select Service-Specific Virtual Kiosk Languages

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected
English	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>

Language	Selected
Austrian	<input type="checkbox"/>
Brazilian	<input checked="" type="checkbox"/>
Canadian French	<input checked="" type="checkbox"/>
Catalan	<input checked="" type="checkbox"/>
Finnish	<input checked="" type="checkbox"/>
Norwegian	<input checked="" type="checkbox"/>
Portuguese	<input checked="" type="checkbox"/>
Swedish	<input checked="" type="checkbox"/>

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Control Panel for Generating Service-Specific (S-S) Virtual Kiosks					
<input type="checkbox"/>	Configure S-S Virtual Kiosks	<input type="checkbox"/>	Create S-S Virtual Kiosks	<input type="checkbox"/>	Modify S-S Virtual Kiosks
<input type="checkbox"/>	Specify Virtual Kiosks	<input type="checkbox"/>	Select Virtual Kiosks	<input type="checkbox"/>	Deploy Virtual Kiosks
<input type="checkbox"/>	Deploy Virtual Kiosks	<input type="checkbox"/>	Activate S-S Virtual Kiosks	<input type="checkbox"/>	

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected
English	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>

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FIG. 48J3N

Brandkey  deliver

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Desktop Icon

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image: 

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FIG. 48530

Brandkey™

deliver

Configure S-S Virtual Kiosks	Create S-S Virtual Kiosks	Modify S-S Virtual Kiosks	Deploy S-S Virtual Kiosks	Activate S-S Virtual Kiosks
Select Virtual Kiosk	Deploy Virtual Kiosk	Deploy Virtual Kiosk	Deploy Virtual Kiosk	Deploy Virtual Kiosk

Service-Specific Virtual Kiosk Deployment License Agreement

Client Account No: 7145001 User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement.

Standard Demonstration Mod**Service-Specific Virtual Kiosk Deployment License Agreement**

Client Account No: DISNEY

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement.

18A/
939 Agree Disagree

FIG. 48 J4



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mod

Control Panel for Deploying Service-Specific Virtual Kiosks

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

The selected Service-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 48JS



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Client Account: DISNEY

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Control Panel for Activating Services-Specific Virtual Kiosks

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

Here will go the VK ID

Virtual Kiosk Name

Here will go the service name

Active

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Ago/930

Standard Demonstration Mod**Activate**

FIG. 48 K1

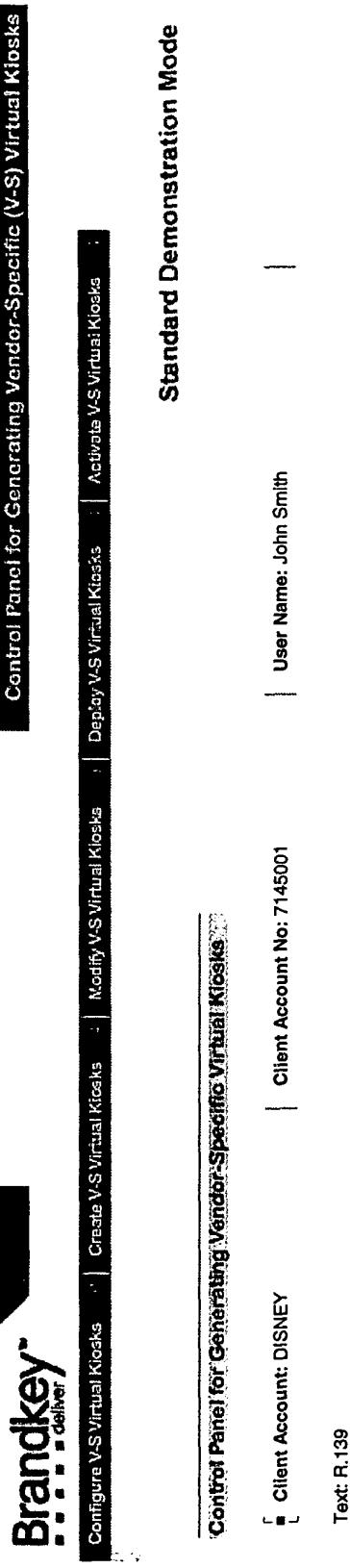


FIG. 48 L1



Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Set Standard Configuration Parameters

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Assign Domains

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Set Standard Configuration

Client Account: DISNEY

Client Account: 7145001

User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Kiosk for all registered Brands?

Yes No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

Yes No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

Yes No

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FIG. 4843

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_configure-2.html



Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Set Standard Configuration	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Set Standard Configuration	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks

Standard Demonstration Mode

[Search for Retailers](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State: ▾

Zip/Postal Code:

Country: United States ▾

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[Back](#)

[Search](#)

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Configure V-S Virtual Kiosks

Client Account: DISNEY

Set Standard Configuration

Set Retailer Domains

Set Retailer Locations

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mod

Select Retailers

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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F15. 48L5



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Set Standard Configuration	Set Allowed Retailers	Set Allowed Industrialists	Set Allowed Domains	Set Allowed Information Sources

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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Add Industrialist

Next

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Brandkey 

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks | Set Standard Configuration | Set Allowed Retailers | Stay V-S Virtual Kiosks | Set Forbidden Domains | Search for Industrialists

Search for Industrialists

Client Account No: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Standard Demonstration Mod

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Search for Industrialists

Industrialist Name:
 City:
 State:
 Zip/Postal Code:
 Country: United States

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

FIG. 48L7

Brandkey[®] deliver

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks | Standard Configuration | Set Allowed Retailers | Set Allowed Industrialists | Set Forbidden Domains

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Select Industrialists

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	068903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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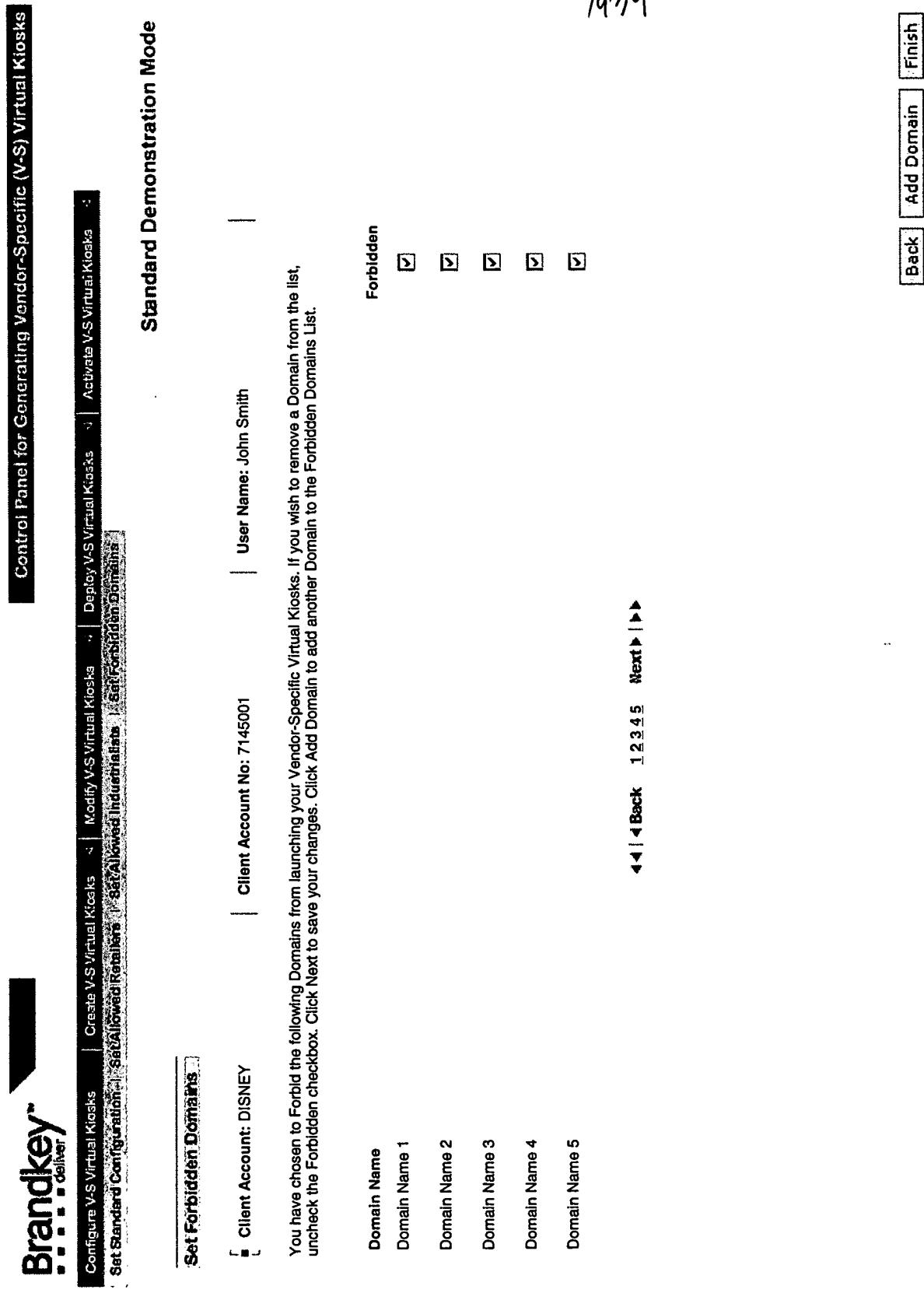


Fig. 481 9

Brandkey  

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Add Forbidden Domain

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 48 L/O

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Set Virtual Kiosk Display Mode | Set Virtual Kiosk Configuration | Set Virtual Kiosk Security | Set Virtual Kiosk User Management | Set Virtual Kiosk Data Sync

Standard Demonstration Mod

Set Vendor-Specific Virtual Kiosk Display Mode

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
-------------------------------	----------------------------	-----------------------

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Dual-Mode Display featuring Advertising Spots + the Brand Information Network

Single-Mode Display featuring the Brand Information Network

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FIG. 48M1

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Search Criteria	Client Account No.	User Name:	Search	
Search	7145001	John Smith		

Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY

Search for the Brand Entities associated with your Client Account which you wish to add to the Vendor-Specific Virtual Kiosk. The Product Data String Records associated with the selected Brand Entities will available for display in the Vendor-Specific Virtual Kiosk. You may search for Brand Entities by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Search Criteria in the dropdown list, and then click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark

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FIG. 48M2

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Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activates V-S Virtual Kiosks
Set Virtual Kiosk Display Modes	Start/Stop Virtual Kiosk	Search for Virtual Kiosks	Customize Virtual Kiosk	Virtual Kiosk Configuration

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Kiosk.

Brand Entity	Brand Entity Owner	Trademark (TM)	Product Descriptor (PD)	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

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FIG. 48 M3

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
 Set Virtual Kiosk Display Images | Scan QR Codes | Scan Photos | Scan Barcodes | Scan URLs | Scan PDFs | Scan Text | Scan Brandkey Kiosks
 Set Virtual Kiosk Display Images | Scan QR Codes | Scan Photos | Scan Barcodes | Scan URLs | Scan PDFs | Scan Text | Scan Brandkey Kiosks

Standard Demonstration Mode

Name Vendor-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Vendor-Specific Virtual Kiosk you have just created.

Vendor-Specific Virtual Kiosk Serial Number

Here will go the virtual kiosk ID

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FIG. 48M4